

**IMPLEMENTATION OF TOURISM SECTOR  
DEVELOPMENT**  
(Study at Serang Beach, Panggungrejo sub-district, Blitar regency)

**UNDERGRADUATE THESIS**

An Undergraduate Thesis Submitted for Bachelor Degree of  
Public Administration  
Faculty of Administrative Science University Of Brawijaya

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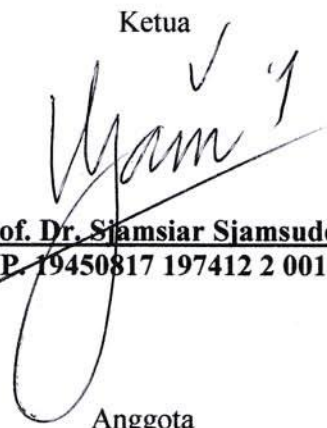
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## DEDICATION SHEET

**I dedicate this thesis to my wonderful people I have:**

**Mr. Drs. Sugiyarto Slamet Riyadi M.M :**

*“Dad, thank you for all provide to Forza. Dad struggle to educate Forza. Daddy is always spirit to work. Thanks to god. I have a wonderful Daddy. I love you Daddy”.*

**Mrs. Dra Elysebha Sugiharti :**

*“Mama always pray Foz became a success person. I love you Mama”.*

**Hizkia Yanche Alfredo :**

*“Hello my brother, thank for support me, you are always like friend for me”*

## SUMMARY

Nehemia Franklyn Forcia, 2017. **Implementation Of Tourism Sector Development (Study at Pantai Serang, Kecamatan Panggungrejo, Kabupaten Blitar)**, Advisor: Prof. Dr. Sjamsiar Sjamsuddin and Dr. Rer Pol. RomyHermawan, S.Sos, M.AP. 134 pages + xii attachment.

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The development of tourism sector has interdependent relation with national development, in the sense of development of tourism that accelerate the speed of national development, on the contrary national development will accelerate also the development of tourism. This is because the Tourism sector in Indonesia is an economic activity that can be profitable. Referring to the location of nature tourism in Blitar Regency, Serang Beach fulfills one of the criteria of tourism object. Where this beach is often used for holiday by the residents around. Besides, there are breeding turtle eggs for further release into the sea. This is the main attraction to bring tourists to the Serang Beach. Every once in three months, releasing the hatchlings turtle becomes a strong attraction for Serang Beach to bring in tourists from within and outside Blitar District. With the increasing number of tourists coming to the Serang Beach, the socio-economic growth of residents around the tourist attraction is able to lift and get better. So, this becomes one of the interesting things to examine. The influence of the number of tourists coming to the local economy becomes the background taking this research.

Based on the condition of beach development shows that the development of beach tourism has not been held optimally. Serang Beach still needs development. These developments include (1) land use, (2) infrastructure, (3) public facilities, (4) accommodation, (5) restaurants, (6) recreational facilities, (7) culture, (8) tourism actor communities (9) management (10) traders.

However, the implementation of the beach development occurs because of the existing obstacles, one of the most real obstacles is financial constraints. Responding to the strategic issues listed in Blitar Regional Regulation Number 11 of 2011 on the Regional Medium Term Development Plan of the Year 2011-2016 on the non-optimal management of natural resources, in which tourism natural resources is one of them, there must be follow-up on the strategic issues, one of which is by developing coastal area as tourist attraction with certain strategy.

**Keywords: Implementation, Development, Tourism.**

## PREFACE

By the grace of Jesus Christ, who has enabled researcher to do this entailing hard work. It is a matter of great pleasure and privilege for researcher to finish this undergraduate thesis by title **”Implementation of Tourism Sector Development (Study at Serang beach, Kecamatan Panggungrejo, Kabupaten Blitar)”**

This undergraduate thesis is submitted as partial fulfillment for the degree of S.AP in Public Administration at Faculty of Administrative Science University of Brawijaya. Researcher is pleased to acknowledge the help which is received in writing this report. In this occasion researcher express special thanks to following persons :

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The author also realized that in writing this undergraduate thesis there are still shortcomings, then by all humility of authors, we accept criticism and suggestions from all parties. And finally the authors hope that this report can achieve the desired purpose and can be a useful article for all parties

Malang, December 8th, 2017

Author

## LIST OF CONTENT

	Page
<b>MOTTO.....</b>	<b>i</b>
<b>APPROVAL SHEET UNDERGRADUATE THESIS.....</b>	<b>ii</b>
<b>STATEMENT OF UNDERGRADUATE THESIS ORIGINALITY.....</b>	<b>iii</b>
<b>DEDICATION SHEET.....</b>	<b>iv</b>
<b>SUMMARY.....</b>	<b>v</b>
<b>PREFACE.....</b>	<b>vi</b>
<b>LIST OF CONTENT.....</b>	<b>viii</b>
<b>LIST OF TABLES.....</b>	<b>xi</b>
<b>LIST OF FIGURE.....</b>	<b>xii</b>
<b>LIST OF ATTACHMENT.....</b>	<b>xii</b>
 <b>CHAPTER I INTRODUCTION.....</b>	 <b>1</b>
A. Background.....	1
B. Research Problem.....	7
C. Research Object.....	8
D. Research Contributions.....	8
E. Research of Outline.....	8
 <b>CHAPTER II LITERATURE REVIEW.....</b>	 <b>10</b>
A. Administration of Development.....	10
1. Definition of Administration Development.....	10
2. Characteristic of Development Administration.....	10
3. Good Governance.....	12
B. Program Implementation.....	14
1. Definition Implementation.....	14
2. Program implementation.....	17
C. Tourism.....	21
1. Definition of Tourism.....	21



2. Definition of Tour.....	22
3. Definition of Tourist.....	26
D. Types and Forms of Tourism.....	28
1. Types of Tourism.....	28
2. Forms of Tourism .....	31
E. Tourism Impact.....	34
1. Definition of Tourism Impact.....	34
2. The Economic Impact of Tourism.....	37
3. The Social Impact of Tourism.....	40
F. Tourism Development Strategy.....	43
1. General Strategy Concept.....	43
2. Tourism Development Strategy.....	48
3. Tourism Promotion.....	49
4. Development of Facilities and Infrastructure.....	51
5. Government, Private and Community Participation.....	54
6. Strategic Plan.....	55
<b>CHAPTER III RESEARCH METHOD.....</b>	<b>57</b>
A. Researches Type.....	57
B. Research Focus.....	58
C. Location and Site Research.....	59
D. Types and Data Sources.....	60
E. Method of Collecting Data.....	61
F. Research Instruments.....	62
G. Data analysis.....	63
<b>CHAPTER IV FINDING AND DISCUSSION.....</b>	<b>66</b>
A. Overview and Location Research.....	66
B. Data Presentation.....	70
1. Implementation development of coastal tourism sector Serang beach Panggungrejo District Blitar regency.....	70
a. Development Planning Phase of Serang Beach Tourism Object. ....	70
b. Implementation Development of Serang Beach Tourism Object.....	73
2. Factors that influencing the development of the tourism sector in Serang District's natural tourist attraction in Panggungrejo, Blitar District.....	95
a. Supporting Factors.....	95
b. Obstacle factor.....	105

C. Discussion .....	108
1. Implementation of coastal tourism sector development Serang District Panggungrejo Blitar regency.....	108
a. Planning stage of development of tourism sector in Serang beach, Panggungrejo sub-district, Blitar regency.....	108
b. Implementation phase of tourism sector development in the natural attractions of Serang Beach, Panggungrejo District, Blitar regency.....	112
2. Factors influencing the development of the tourism sector in Serang District's natural tourist attraction Panggungrejo District Blitar District.....	118
a. Supporting factors.....	118
b. Inhibiting factor.....	127
<b>CHAPTER V CONCLUSION AND SUGGESTION.....</b>	<b>132</b>
A. Conclusion.....	132
B. Suggestion.....	135
<b>BIBLIOGRAPHY.....</b>	<b>136</b>

## LIST OF TABLES

Table 1. Data of local and foreign visitors in Blitar.....	63
Table 2. Data of Serang beach visitors in 2016.....	87
Table 3. Serang beach visitors data of 2017.....	88
Table 4. Number of Tourist Visits Abroad and Archipelago.....	90
Table 5. List of Hotels in Blitar.....	101

## LIST OF FIGURE

Figure 1. Components in interactive data analysis model Miles and Huberman .....	58
Figure 2. Serang Beach Location Map.....	61
Figure 3. Location and View of Serang Blitar Beach.....	61
Figure 4. Projected increase in population.....	63
Figure 5. The possibility of local and foreign tourists increase in Blitar.....	64

# **CHAPTER I**

## **INTRODUCTION**

### **A. Background**

Development of national tourism became one of the focus in development in Indonesia. One of the directives of President Jokowi in 2016 mentioned that the progress of employment in 10 tourist destinations should be accelerated. The reason is that the tourism sector is very easy to develop and spread throughout the Indonesian part, 10 priority tourist destinations. Natural wealth and local wisdom in every region in Indonesia can be a special attraction to be used as a tourist attraction. There recorded around 3,012,051 foreign tourists come to visit Indonesia during the year 2017 (January-March) ([www.kemenpar.go.id](http://www.kemenpar.go.id)). This amount indicates that tourism in Indonesia is able to be developed and become one of commodity supplier of state income and in every area that have tourism place.

Therefore, the desire to improve the development of tourism in Indonesia is basically caused by the spread of tourism wealth throughout Indonesia. It recorded 35% of nature tourism, 60% cultural tourism, and the last was 5% man-made tour ([www.kemenpar.go.id](http://www.kemenpar.go.id)). Increasing the income of the country through the foreign exchange coming from the tourists, causing tourism is one of the industries whose potential promises to create the welfare of society in the future. In addition, tourism is considered to be quite contributing to the economic development, so the priority is high enough to increase the State's

income. According to Wahab (2003: 9), tourism is an important factor in the development of the economy, since its activities encourage the development of several sectors of the national economy, for example: Raising new industries related to tourism services such as transportation and accommodation (hotels, cottages, etc.), Supporting the State's revenues with foreign exchange thereby reducing the deficit in the balance of payments and promoting the national economy. Tourism also get the positive impact on the country's workforce, as it expands new jobs.

In relation to the importance of tourism in supporting the state's income, the tourism sector becomes one of Indonesia's flagship programs that have prospects and roles in order to support the success of national development. Ministry of Tourism in 2016 made a strategic plan to develop 10 priority tourist destinations. to become the trigger of economic around the tourist areas that are included in 10 tourist destinations and other tourist destinations throughout Indonesia. This is very realized because Indonesia is rich in cultural arts, customs, historical relics and the beauty of its natural panorama is quite potential to be developed.

Seeing the development of tourism can provide great benefits in improving the welfare of the community, such as the opening of employment opportunities, opportunities for the community, increasing the income both the community itself and the state in particular to the District Government. In accordance with the objective of developing the potential of Indonesian tourism, as set forth in Law No. 10 of 2009 on tourism which reads as follows:

"Tourism serves to meet the physical, spiritual, and intellectual needs of every traveler with leisure and travel as well as increase the State's income to realize the welfare of society".

From the description above, described that one of the efforts to increase national income so that it can prosper the community is to develop the tourism sector. Thus, the income of the community can automatically be increased. This is possible because with the development of tourism will also occur the expansion of employment opportunities as well as open up good opportunities for other sectors. This means the development of the tourism sector is a must to do in order to support the income of the State, regional income, and income society. Tourism is one type of new industry capable of generating rapid economic growth in the provision of jobs, increased success, standard of living and stimulate the sector - other productivity sectors (Wahab, 2003: 9). In the development of tourism is expected to also be able to develop other sectors that can affect economic growth.

Therefore, tourism is important not only as a tool to generate foreign exchange, but the government in cooperation with the private sector or the business world should also consider the meaning of tourism as a tool to develop new industries and services such as facilities, tourism tools, investments, promotional activities, -repairs, services, constructions of buildings and transportation equipments in areas especially for the potential of tourism mangrove. The growth of the service industry not only heightens the

prosperity and employment in these areas but will also create a basis for the growth of other consumer trades.

Based on this understanding, the concept of tourism development should also be based on the development and development of local cultural communities, because tourism is a socio-economic activity that has a unique characteristic concerning various aspects of human life. Therefore it is very viscous in touch with cultural aspects that are an integral part of side of human life. In Indonesia, there are many potential cultural diversity and uniqueness to be a mainstay for the development of regional autonomy based on tourism and regional culture.

However, during this coordination between the central and local governments are still not fully integrated, it can be seen from the overlapping of the work done. City / District promote directly to foreign countries without central or provincial government coordination, while central / provincial government also do the same thing, whereas the same budget source is from the government (APBN / APBD). Therefore, the management of tourist destinations cannot be managed properly and professionally by the local government.

To expedite the national development, the government needs a large amount of funds to finance investment and other economic needs and the role of tourism can make a significant contribution for the State's income. The increase of local and foreign tourist visits from year to year shows that the



prospects of tourism tend to consistently increase. So the government's effort in promoting the tourism sector is very appropriate as an alternative government in spurring the country's economic growth. Giving freedom to every region to develop its tourism, the central government urges to do maximum development on every tourism potential in every region.

East Java is one of the provinces with natural wealth scattered in all parts of administrative territory. Natural wealth cannot be denied as a tourist attraction because it has a natural landscape to be enjoyed as a tourist attraction. Examples are some national parks such as Bromo Tengger Semeru National Park (TNBTS), Alas Purwo National Park, Baluran National Park, etc. In addition to the natural wealth, tourist attraction that presents local wisdom such as Kasodo ceremony in Tengger community in Bromo region become a strong attraction to bring foreign and local tourists to visit East Java.

Tourism development should be done with more focus through the arrangement and development of various tourism objects gradually and systematically by completing all the supporting facilities. This challenge is not easy and therefore it takes the maximum effort from Local Government of Blitar Regency as well as various parties, especially institutions and business world that directly or indirectly support the development of tourism, to synergize. Thus, the implementation of tourism development activities in Blitar district can run efficiently and effectively. For that required research on determining the priority scale of tourism development and tourism development strategy in Blitar district.

To achieve the success of the tourism program in question, necessary steps that harmonize between all related parties, both government and society. Many activities related to the tourism industry. This means that many things can be driven by the tourism industry such as travel agency activities, transport, hotels, restaurants, local arts and culture, folk crafts, guides to guide foreign tourists, exhibitions and sports held in the regions, as well as activities others. Supported by the opinion of Sammeng (2001: 199-258) that the tourism industry is categorized as labor-intensive, this is because the ability to create large (enough) employment opportunities, the tourism industry can also absorb labor from all competence levels, (unskilled) up to half skilled, even with the executive level.

The development of tourism sector has interdependent relation with national development, in the sense of development of tourism that accelerate the speed of national development, on the contrary national development will accelerate also the development of tourism. This is because the Tourism sector in Indonesia is an economic activity that can be profitable. In addition to the considerable benefits that can result from tourism, another possibility is the adverse impact that needs to be avoided. In other words, even though tourism may provide income of the State, it cannot judge about the tourism from a mere aspect. The societal and cultural aspects need to be taken into account so that the well-aimed endeavor does not bring disappointment. This is because the tourism is developing rapidly that will also bring undesirable social and cultural impacts.

Referring to the location of nature tourism in Blitar Regency, Serang Beach fulfills one of the criteria of tourism object. Where this beach is often used for holiday by the residents around. Besides, there are breeding turtle eggs for further release into the sea. This is the main attraction to bring tourists to the Serang Beach. Every once in three months, releasing the hatchlings turtle becomes a strong attraction for Serang Beach to bring in tourists from within and outside Blitar District ([www.news.detik.com](http://www.news.detik.com))

With the increasing number of tourists coming to the Serang Beach, the socio-economic growth of residents around the tourist attraction is able to lift and get better. So, this becomes one of the interesting things to examine. The influence of the number of tourists coming to the local economy becomes the background taking title in this research that is IMPLEMENTATION OF TOURISM SECTOR DEVELOPMENT (Study in Serang Village, District of Panggungrejo, Regency of Blitar).

## **B. Research Problem**

Based on the explanation in the background, then the research problems of this study are as follows:

1. How is the implementation of tourism sector development at Serang beach in Serang village, Panggungrejo Blitar?
2. What factors can affect the development of tourism sector in the natural attractions of Serang beach, Panggungrejo, Blitar ?

### **C. Research Object**

From the research problems above, the purpose of this study include:

1. To know, to describe, and to analyze the implementation of development strategy of coastal tourism sector of Serang beach, Panggungrejo, Blitar.
2. To know, to describe, and to analyze the factors that can influence socioeconomic society in developing tourism sector in coastal tourism object of Serang beach, Panggungrejo, Blitar.

### **D. Research Contribution**

#### **1. Academic Contribution**

Become one of the study materials to carry out maintenance to socio-economic changes of the community around the research location.

#### **2. Policy Contribution**

The results of this study are expected to be a material evaluation of the government to further improvement the synergy relationship between the community and the government.

### **E. Research Outline**

This undergraduate thesis will be presented in five subjects that are:

CHAPTER I : INTRODUCTION

Outlines background research, research questions, research purposes, contribution gained from research both theoretically and policy, and organization of thesis.

## CHAPTER II : LITERATURE REVIEW

Describes and explains the theoretical basics relating to the research theme.

## CHAPTER III : RESEARCH METHOD

Explains the research methods used include: types of research, location and research sites, data sources that used, research instruments, data collection techniques and data analysis techniques.

## CHAPTER IV : FINDINGS AND DISCUSSION

The explanation from the research problems that raised in this study and analyze from the elaboration. Implementation of tourism sector development of Serang beach tourism sector in Panggungrejo sub-district, Blitar regency. What factors can influence the implementation of tourism sector development in Serang Panggungrejo District of Blitar and the economic improvement of surrounding community from the development of the tourism object.

## CHAPTER V : CONCLUSION AND SUGGESTIONS

This chapter explains the conclusions of this study's exposure and provides good advice to the government, tourism business actors and to surrounding communities.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **A. Administration of Development**

##### **1. Definition of Development Administration**

Development Administration refers to the various businesses organized to implement programs or related projects to achieve the development goals. Development administration does not mean only as the government's efforts to implement planned programs in order to shape the physical, human and cultural environment, but also means the struggle to improve the ability to implement various programs (Riggs 1986: 75).

Development administration according to Siagan (2002) is the whole process of executing a series of activities that are growth and planned changes to modernity in various aspects of national life in the framework of nation building. Development administration is defined as the process of business control (administration) by the State or government to realize the planned growth in one direction of the situation which is considered better and progressive in various aspects of life of the nation (Tjokroamidjojo 1995: 13).

##### **2. Characteristics of Development Administration**

According to Sondang P. Siagian and Tjokroamidjojo (1995: 9-10) there are several characteristics of administration development:

- a. Give more attention to the environment of different communities, especially for the community environment of the newly developing country.
- b. Development Administration has an active and committed role to the development goals, both in the formulation of its policies and in its effective implementation. Even the administration participates in influencing the goals of community development and supporting the achievement of social, economic and other objectives formulated in its policy through political process.
- c. Oriented to efforts that encourage changes (innovations) toward circumstances that are considered better for society in the future.
- d. More development-oriented (development function) of the government. In this case it is to formulate the policies of development and its effective implementation as mentioned earlier. The latter can also be mentioned as the ability and control of instruments for the achievement of development goals. Development administration is more about a development agent.
- e. Development administration must relate to the substance of the formulation of policies and the implementation of development  
In administrative development administration in the

government apparatus can also be a driver of change (change agents).

- f. goals in various fields, namely economic, social, cultural and others. In other words, the administration of policies and content of development programs.
- g. More ecological approach, action oriented and problem solving.

### **3. Good governance**

The term Good governance comes from the European, Latin, parent Gubernare which is absorbed by the English language into govern, which means steer, direct, or rule. The main use of this term in English is to rule with authority, or govern with authority. Governance is basically first used in the corporate or corporate world. The professional management that was introduced after World War II with the basic principle of "separating ownership by management" really made every corporation into a big, healthy and profitable business.

This movement began massively in America, especially after the titians of entrepreneurs suffered a major failure to maintain the greatness of maintaining business. One example is Henry Ford II failing to maintain the greatness of his business because he did not recognize a professional management. Good governance as a form of development management, also called development administration, places the central government's role as the Agent of change of a developing / developing society within a



developing country. Agent of change due to the changes it wants, to be planned change, then it is also called Agent of Development. Agent of Development is defined as a driver of the development process and change of the nation's society. Governments push through policies and programs, projects, and planning roles in budgets.

According to the World Bank cited Wahab (2002: 34) called Good governance is a concept in the implementation of solid and responsible development management in line with democracy and efficient markets, avoidance of misallocated allocations and investments and the prevention of corruption both politically and administratively, run the budget discipline and the creation of legal framework for the growth of entrepreneurial activity. In addition, the World Bank also synonymizes Good governance as a synergistic and constituent relationship between the State, the private sector and society. Regarding good governance, Mardiasmo in Tangkilisan (2005: 114), argued that the orientation of public sector development is to create good governance, where the basic understanding is good governance. This condition seeks to create a solid and responsible development operation in line with the principles of democracy, efficiency, prevention of corruption, both political and administrative.

From various notions of Good governance, it can be concluded that a good governance concept is the implementation of the use of political authority and the power to manage resources for the development of a

solid society and effectively responsible through the making of legislation and legitimate policies and which refers to the welfare of the people, decision making, and policy implementation. Understanding good governance above is an understanding or a foothold of accountability performance of government agencies.

Good governance actually has meaning as management or good direction not good governance. Indeed, this understanding has differences with the basic understanding in our environment so far, among others, introduced by the State Administration and Finance and Development Supervisory Agency. O'Brien (Nugroho: 2005: 142) defines Good governance as a summation of the ways in which individuals and institutions both private and public manage their affairs together.

## **B. Program Implementation**

### **1. Definition of Program**

The program according to KBBI is a draft of principles and effort. Program can also be interpreted as a translation of a plan. According to *Undang-Undang Republik Indonesia Nomor 25 Tahun 2004 tentang sistem Tentang Sistem Perencanaan Pembangunan Nasional*, definition of program is a policy instrument that contains one or more activities undertaken by government agencies / institutions to achieve goals and objectives and obtain budget allocations, or communities coordinated by agencies. While the definition put forward by the United Nations (Zauhar, 1993: 2) that:

“Programme is taken to mean form of organized social activity with a specific objective, limited in space and time. It often consist of an interrelated group of projects an usually limited to one or more an going organizations and activities.”

- a. With the existence of a program, it is used to solve various development problems and the welfare of the community. Various kinds of problems that arise in the community, it is also necessary that many programs. Moving on from that, many emerging countries are emerging a variety of people's housing programs, compulsory education, rural development, poverty alleviation, empower community, and others. In implementing a program to suit its objectives, it should be noted about the implementing party of development which also needs to regulate how the program is implemented that is taking into account from various aspects ranging from the formulation of program objectives, the necessary equipment to the amount of budget needed to finance the program. Up to the scale of priorities so that the allocation and distribution of resources can be implemented effectively and efficiently. In line with that disclosed by United Nations (Zauhar, 1993: 2), that a program

can be implemented properly if it has the following characteristics Clearly defined objectives;

- b. Determination of the best equipment to achieve the objectives;
- c. Consistent policy framework and / or interrelated projects to achieve program objectives as effectively as possible;
- d. Measures with estimated costs and expected benefits from the program;
- e. Relationship with other activities in non-independent development efforts;
- f. Various efforts in the field of management including the provision of manpower, Financing and others to implement the program.

Of the several definitions of the proposed program, the program is a form of activity used to deal with a particular problem that has clear objectives, implementers, targets to be achieved must be measurable to see the results of a program to managerial related to regulate the cost and time.

## **2. Program Implementation**

Implementation delivered by Ripley and Franklin (Winarno, 2012: 148) is what happens after the law is established that gives the program authority, policy, profit or a tangible output type. Meanwhile, Grindle (Winarno, 2012: 149) says that in general, the implementation task is to establish a link (linkage) that allows policy objectives can be realized as the impact of a government activity. Therefore, the implementation task involves the formation of "a policy delivery system", in which certain facilities are designed and executed in the hope of reaching the desired goals. A policy delivery system that deals with objectives, targets, and means translated into action programs intended to achieve the stated objectives of the policy.

Another opinion about the implementation study is also stated by Gordon (Pasolong, 2011: 58) stating that implementation is related to the various activities directed towards the realization of the program, the administrator has the task of organizing ways to organize, interpret, and implement the policies that have been selected. In terms of organizing, administrators have the task of organizing resources, units, and methods to implement the program. Whereas in the task of interpreting with regard to defining the terms of the program into the plans or guidelines that are acceptable and feasible. And these three administrative tasks, the most important task of an administrator is to apply the policy, which means using instruments of doing or providing routine service, making payments

or in other words implementation is the realization stage of the program objectives. According Dunsir (Wahab, 2001) known as the implementation *gap*, as the state policy process will always allow for differences in what is expected (planned) by policy makers with what is in fact achieved (as a result or achievement of the implementation of the policy).

In this case, the preparation of the implementation should be considered, that is to carefully consider and calculate the various possibilities of success and failure, including the obstacles or opportunities that exist and the ability of the organization that is assigned to implement the program. While Wahab (2016: 237) provides a formula about the implementation phase that includes the sequence of steps as follows:

- a. Designing the program and details of tasks and formulation of clear goals, the determination of work performance, cost, and time;
- b. Implement the program by utilizing appropriate structures and personnel, funds, resources, procedures, and methods;
- c. Establish appropriate scheduling, monitoring, and monitoring systems to ensure that appropriate and correct actions are taken.

Stages in the implementation is done with the aim that the goal of implementation of policies or programs can be achieved. As expressed by Grindle (Agustino, 2012: 139) which states that:

"Measuring the success of implementation can be seen from the process, by questioning whether the implementation of the program in accordance with the predetermined is to see the action program of individual projects and the second whether the goal of the program is achieved".

From the explanation, the successful implementation of a program can be seen from the process of the program and the policy objectives achieved. Therefore, Widodo (2013: 93) states in the implementation of a policy or program required the establishment of schedule activities. This schedule of activities is necessary and important in the implementation process because it is used as a guide in the implementation process. In addition, the activity schedule is also used as a standard for assessing implementation performance. Based on some of these opinions, then the study of implementation is very important. Korten (Tarigan, 2000: 19) provides a model of conformity of program implementation using the learning process approach. The model is described as follows:

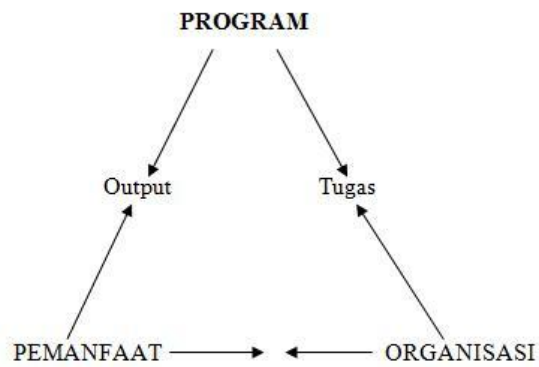


Figure.1 Conformity Model of Corten

Source : Tarigan (2000 : 19)

Korten illustrates that the model consists of three elements in the implementation of the program, the program itself, the implementation of the program and the target group of programs that suitability between the three elements will affect the successful implementation of the program. There are three reasons explained by Korten (Tarigan, 2000: 19), namely:

- a. There is a correspondence between the program and the target group (beneficiaries), ie the suitability between what the program and what is needed by the target group (beneficiaries);
- b. There is a correspondence between the program and the implementing organization, namely the suitability between the tasks required by the program and the capability of the implementing organization;
- c. Compliance between the target group (beneficiaries) with the implementing organization, namely the



suitability between the requirements decided by the organization to be able to obtain the output of the program with what can be done by the program target group.

Based on Korten's opinion the success can be studied based on two perspectives, namely the perspective of the implementation process and perpesktif results. If viewed from the perspective of the implementation process, the program is said to succeed if the implementation of the program has been in accordance with the instructions and implementation provisions made by the program makers. This includes the way in which implementers, implementing agencies, target groups, and benefits should the program be implemented. Whereas if viewed from the perspective of the results, the program is said to succeed if the program gives the impact as desired. From some expert opinions that describe the implementation of the program, the implementation of the program is a form of policy that is translated into a program of action that explains specifically about the steps or actions taken or designed so that the program can run in accordance with the desired goals.

## **C. Tourism**

### **1. Definition of Tourism**

Definition of Tourism based on the Law of the Republic of Indonesia No. 10 Year 2009, Tourism is an entire activity related to

tourism and its multidimensional and multidisciplinary that emerges as a manifestation of the needs of every person and country as well as the interaction between tourists and the local community, fellow travelers, government, local government, and entrepreneurs. Tourism serves to meet the physical, spiritual, and intellectual needs of every tourist with leisure and travel and increase the state's income to realize the welfare of the people.

## **2. Definition of Tour**

Tour is a social phenomenon, which concerns people, society, groups, organizations, cultures, etc., which are sociological studies. Nevertheless, sociological studies have not been done so long for tourism, although tourism already has a very long history. The definition of tourism that is general is the whole activities of government, business and society to organize, manage, and serve the needs of tourists. A more technical definition of tourism is "a series of activities undertaken by humans both individually and in groups within the territory of one's own country or another" (Karyono 1997: 15).

Yoeti (1996: 105) explains etymologically, tourism (*pariwisata*) consists of two syllables, namely "*pari*" and "*wisata*". The two words contain the following meanings: (a) *Pari* means many, many times, in circles, complete (plenary) and (b) *Wisata* means travel, traveling. Murphy in Pitana and Gayatri (2005: 40-45) explains that:

Tourism is the whole of the related elements (tourists, tourist destinations, travel, industry and others) which is the result of a tourist trip to a tourist destination, as long as the journey is not permanent. The word tour (tour) literally in the dictionary means the journey where the offender returns to his starting place, a circular trip made for business, fun or educational purposes, where various places are visited and usually using a planned travel schedule..

Soebagyo (2012: 154) in his book reveals, tourism is able to generate economic growth, because it can provide jobs, stimulate various sectors of production, and contribute directly to advances in the efforts to manufacture and repair ports, roads, transport and encourage the implementation of hygiene and health programs, cultural facilities projects, environmental conservation and so on that can provide benefits and fun both to local communities and tourists from outside. Spillane in Yoeti (1996: 105) explains that "tourism is a journey from one place to another. Which has a temporary nature, done individually or in groups, in an attempt to find balance or harmony and happiness with the environment in the social, cultural, natural, and scientific dimensions ".

Wahab (2003: 9) in his book explaining the meaning of tourism are as follows:

- a. Tourism is an important factor for blocking the unity of a nation whose people have different areas, dialects, customs, and diversity of tastes.

b. Tourism becomes an important factor in economic development, because its activities encourage the development of several sectors of the national economy, for example:

(1) Raising new industries related to tourism services such as: transportation and accommodation (hotels, cottages, etc.).

(2) Supporting the State's income with foreign currency thereby reducing the deficit in the balance of payments and promoting the national economy.

(3) Positive impact on the workforce of the country, as tourism expands new employment.

c. International tourism is very useful as a means of enhancing international understanding as a means of tranquilization in political tensions because when people from different countries meet and show each other the pattern of their household life, then of course they understand each other better.

d. Tourism also plays a role in improving health. Substitution, climate and distance from everyday life routine, all this will increase our endurance and greatly reduce nervous tension.

Musanef (1995: 11), defines "tourism as a temporary journey, organized from one place to another to enjoy the journey for sightseeing and recreation, seeing

and seeing tourist attractions elsewhere or fulfilling diverse desires variety ". The types of tourism activities and businesses that include:

- a. Enterprises related to the management and development of tourist objects and attractions.
- b. Businesses related to the provision of tourism facilities and infrastructure such as the provision of accommodation, food and beverages, the provision of tourist transportation, travel agency services, lodging, souvenir shops and so forth.
- c. Other businesses related to tourism sector development activities, such as human resource development, promotion and marketing of tourism objects and others.

From some of the above opinions, it can be concluded that the definition of tourism is a trip to a tourist place done by someone who is only temporary with the aim to satisfy his wishes such as seeing the nature, culture of the community, and others and not to conduct trade activities . One can travel in different ways for different reasons. According to Spillane, 1987: 22), A trip is considered as a tour when it meets three necessary requirements:

- a. Must be temporary.
- b. It must be voluntary in the sense that it does not happen because it is forced.
- c. Not work that is generating wages or pay.

The existence of the limitations put forward by the Spillane because of the very broad understanding of the term tourism. If someone visits a region and does not meet these three requirements then the activity is not called a tour.

### **3. Definition of Tourist**

Basically, tourists are directly related to individuals or tourism actors. This is in accordance with the opinion of P.W. Ogilvie in Yoeti, (2006: 141) states that:

"Travelers are all people who meet the two conditions, first that they leave their home for a period of less than a year and two that while he is away, they spend money on places they visit not by earning a living in that place."

The meaning of tourists according to International Union Off Official Travel as quoted by Pendit (1994: 48) that is,

"A person or any person traveling 24 hours or more in a country other than the one he normally lives for the purpose of using leisure time for recreation, vacation, worship, or sport. Besides, for the purposes of business, family visits, and perform the duties conference ".

G.A Scomoll dalam (Yoeti 1996:139) menyatakan bahwa

"Tourists are individuals or groups who consider and plan their purchasing power for recreational and leisure travel, who are

interested in travel in general with the motivation of travel he ever did increase knowledge, interested by the services provided by a tourist destination that can attract visitors in the future."

According to the Directorate General of Tourism, restrictions on the concept of tourists are almost the same as the opinion of International Union Off Official Travel, where the Directorate General of Tourism (1995: 4) states that "tourists are people who do tourism activities for the purpose of vacation, recreation, And sports, broadening knowledge and experience, family visits, religious journeys, business needs and attending conferences ".

Pitana and Diarta (2009: 35), suggested that:

"The word tourist (tourist) refers to someone. In general, tourists become a subset part of the traveler or visitor. To be called a tourist, a person must be a traveler or a visitor. A visitor is a traveler, but not all travelers are tourist. Traveller has wider concept, which can refer to people who have various roles in the community who perform routine activities to work, school and so on as daily activities. People by this category cannot be said to be tourist. "

So it can be explained that the term tourist in principle is defined as people who are traveling within a period of at least 24 hours and a maximum of 3 months in a country that is not the country where he usually lives.

Pendit (2003: 36), in his book suggests that tourists include:

- a. People who are traveling for fun, for personal use, health and so on.
- b. Persons who are traveling on purpose to attend meetings, conferences, deliberations or in relationships as representatives of various bodies / organizations (science, administration, diplomatic, sports, religious and so on).
- c. People who are traveling for business purposes.

Based on some understanding, it can be concluded that what is meant by tourists is a person or a group of people who visit a tourist destination either for the purpose of recreation or vacation, or travel because of the work or conference, which then stay in the destination At least 24 hours. They leave their homes for less than a year and that while they travel they spend money on places they visit without the intention of making a living there.

## **D. Types and Forms of Tourism**

### **1. Types of Tourism**

Each region has different potentials between one region and another. Including the type of tourism in the region has its own characteristics to be developed by local governments respectively. The purposes of planning and development of these types of tourism should be differentiated, so that can be determined what policies support the tourism



sector. It also affects the facilities that need to be prepared in the development of the tourism industry. Different tourism potentials between one region and another are influenced by the geographical location of the tourist area. (Pendit, 1994: 67)

Pendit (1994: 34), classifies the types of tourism, among others:

1. Nature Reserve Tours

This type of tour is associated with a passion for the beauty of nature, fresh air in the mountains, the wonders of animal life and endangered animal and rare plants elsewhere.

2. Cultural Tourism

This type of tour is aimed to broaden the views of life and visits elsewhere or abroad, studying the state of the local community, habits and customs, way of life, culture and art of the region.

3. Agricultural Tourism

This type of tour relies on trips to agricultural projects, plantations, nursery fields, while enjoying the freshness of various crops.

4. Marine Tourism

This type of tour is connected with water or sea sports such as fishing, diving, sailing, surfing, sea crops and other recreational waters.

5. Health Tourism

This type of tour has a need for a rest in the physical and spiritual sense that visit the resort, such as hot water containing minerals, a cool and healthy climate.

#### 6. Commercial Tour

This type of tour is to travel to exhibitions and commercial festivals such as industry fairs, trade shows with enlivened various art attractions.

#### 7. Pilgrim

This type of tour is associated with religion, history, customs and beliefs of people or community groups by visiting holy places, tombs of great men, glorified leaders, places of legend, hills or mountains considered sacred.

Spillane (1994: 145), also clarified the types of tourism, among others:

##### 1. Tourism to enjoy the trip (Pleasure Tourism)

The types of tours done by people who leave their homes for vacation, looking for fresh air, enjoy the beauty of nature, get peace and peace outside the city.

##### 2. Tourism for recreation (Recreation Tourism)

Performed by people who want their day off to rest, restoring freshness. Usually they stay for as long as possible where they really believe in recreational purposes, such as beaches and mountains.

### 3. Cultural Tourism (Cultural Tourism)

Characterized by a series of motivations, such as the desire to study at the center of teaching and research, to learn about customs, institutions, and ways of life, past relics, art and folk dances.

### 4. Tourism for sport (Sport Tourism)

This type of tourism is divided into two namely:

- a. Big Sport Event: a great sporting event that attracts a lot of interest.
- b. Sporting Tourism of Practitioner: tourism for those who want to practice themselves.

### 5. Tourism to Convention (Convention Tourism)

In the form of meeting venues and conventions with the latest supporting facilities required for the efficiency of convention operations, this type of tourism is being developed in Indonesia

### 6. Tourism is required for trading business (Business Tourism)

Conducted for transactions or meetings of entrepreneurs for business purposes.

## 2. Forms of Tourism

According to Wahab (2003: 6), tourism is not symptomatic as a single form. The term is general in nature which describes some form of travel and lodging according to the underlying motivation of the activity. People

travel to gain a variety of goals and satisfy the various wishes manifested in several forms which, among others, are as follows:

- a. According to the number of people traveling
  1. Individual tourism, ie one or one traveling family.
  2. Tourism entourage, ie a group of people who are usually bound by certain relationships then travel together.
- b. According to travel intentions
  1. Tourism recreation or leisure tourism, the intention of departure to restore the physical and mental abilities of each participant tours and provide an opportunity to relax them from boredom and fatigue work in the place of recreation.
  2. Cultural tourism, intended to enrich information and knowledge about other countries and to satisfy entertainment needs. In this case, including visits to exhibitions and fair, custom celebrations, places of nature reserves and ancient, and others.
  3. Tourism recovers health, which satisfies the need for medical care in an area or other place with healing facilities. This tourism requires certain requirements such as cleanliness of tranquility and an adequate standard of living. Examples of this tour is the source of

hot water, treatment with warm sand, treatment with mineral water is efficacious and others.

4. Sport tourism, which will satisfy the hobbies of people like fishing fish, hunting wild animals, diving the seabed, competing and climbing mountains.
  5. Tourism talks, tourism conventions include scientific, professional and even political meetings. This type of tourism requires the availability of meeting facilities in the destination country as well as other factors such as strategic location, availability of easy transportation, sunny climate and so on. Someone who participates in the conference will ask for other tourism facilities such as tours in and out of town, places to buy souvenirs and others.
- c. By means of transportation
1. Land tourism (bus, private car, train)
  2. Water Tourism (sea, lake, river)
  3. Aerospace tourism (aircraft and others)
- d. According to geographical location
1. National domestic tourism, showing the flow of tourism conducted by citizens and foreign residents who served there, which is limited in a particular country.

2. Regional tourism, ie the departure of tourists is limited to some countries that form a tourism area, such as travel tourists in Western European countries.
  3. International tourism, which includes the movement of tourists from one country to another in the world.
- e. By age
    1. Youth tourism
    2. Adult tourism
  - f. By sex
    1. Tourism men
    2. Tourism women
  - g. According to price level and social level
    1. Tourism level lux
    2. Middle class tourism
    3. Tourism level

## **E. Tourism Impact**

### **1. Definition of Tourism Impact**

According to Big Indonesian Dictionary in Sammeng (2001: 199), the impact is a powerful influence that results (both negative and positive). Deliberately the word impact was first clarified based on raw sources, because there is a tendency to interpret the noun only in terms of negative terms. Keywords that contain positive and negative influences.

Sammeng (2001: 199-258) argues, the impact of tourism development is seen from its contribution, among others, as follows:

a. Economics

As with other industrial sectors, tourism also affects the economy in the region and the country of destination. The size of the influence differs from one region to another between one country and another. The impact of tourism development on the economy is as follows:

1). Income

Revenue is also viewed as a foreign exchange earner in the form of invisible exports, because of its ability to generate foreign exchange through foreign tourist expenditures. In addition to the positive impact, it appears that there are negative impacts that need to be aware of in the development of tourism in the economic sector, especially related to income, namely the over-reliance on foreign tourists. In addition, tourism activities tend to encourage increasing prices applied to foreign and domestic tourists at low prices without the process of bargaining, also on the local community.

2). Employment Opportunities

The tourism industry is categorized as labor-intensive, due to the ability to create large (enough) employment opportunities, the tourism industry can absorb labor from all competence levels, from unskilled to semi-skilled workers, even to executive levels . Job creation is divided into three groups:

- (a) Direct employment (all jobs available to serve tourists on the way).
- (b) Indirect employment (tourism covers a vast field of agriculture, plantation, animal husbandry, fisheries, up to manufacturing and service industries).
- (c) Employment opportunities (jobs created by the expenditure of people working directly or indirectly in the tourism industry).

### 3). Balance of Payment

The balance of payments deficit needs to get attention, so that it can gradually be reduced to the position of at least no longer (balanced) deficit. If the balance of payment of tourism continues to deficit, it means that tourism undermines foreign exchange generated by other sectors. In other words tourism becomes a parasite that will slowly weaken the economy of the country concerned. Therefore, it is necessary for the government and tourism entrepreneurs to cooperate seriously in order for the balance of payment of tourism to be in a surplus position.

#### a. Religion and Culture

The impact of the development of tourism sector in the field of Religion and Culture, is to explore or rekindle the neglected heritage.

#### b. Environment



The negative impacts of tourism activities on the natural environment, mainly due to the flow of tourists who reach the number of (very) a lot. This will cause the quality of water and air will be polluted due to the number of garbage and waste water is dirty, and biodiversity will decrease due to pressed by increasingly crowded visitors.

## **2. The Economic Impact of Tourism**

At the time tourists visit the place of tourism, it will lead to positive impacts or negative impacts from an economic point of view. Because remembering when tourists visit the sights they definitely spend money to use the various facilities available at the tourist attractions, automatically it will have an impact on improving the economy of the area. Viewed from the eyes of macroeconomic, obviously tourism has a positive impact, because according to Yoeti (2008: 20) the impact of the consequences of tourism development as an industry are the following:

- a. Can create a business opportunity. With the tourists, it needs services to provide the needs (need), desire (wish) and expectations (expectation) tourists.
- b. Can increase employment opportunities (employments).
- c. Can increase revenues while accelerating the distribution of people's income, as a result of multiplier effect that occurs from the relatively large tourist expenditure.

- d. May increase government tax revenue and user charges.
- e. Can increase national income or Gross Domestic Bruto (GDP).
- f. Can encourage increased investment from the tourism industry and other economic sectors.
- g. Can strengthen the balance of payments, when the tourism balance surplus by itself will strengthen Indonesia's balance of payments, and vice versa.

Cohen (in Hirawan 2008) explains that the economic impacts of tourism can be grouped into seven major groups:

- 1) Impact on foreign exchange earnings
- 2) Impact on community income
- 3) Impact on employment
- 4) Impact on prices
- 5) Impact on the distribution of benefits or benefits
- 6) Impact on ownership / control
- 7) Impact on development in general

The positive impacts of tourism on the economy according to Pendit (2009: 133) are:

- a. Revenue from foreign exchange. This happens to foreign tourists who exchange their country's currency into the country's currency in the tourist area.

- b. Healthy balance of foreign trade. The surplus of foreign exchange income will cause the trade balance to become healthier. This will encourage a country capable of importing goods, services, and capital to raise the standard of living and welfare of its people.
- c. Revenue from tourism business or business. The exploitation of tourists directly or indirectly is a source of income from several companies, organizations, or individual communities conducting business in the tourism sector.
- d. Government revenue. The government derives revenue from the tourism sector in various ways, one of which is from tourism taxes.
- e. Employment. Many individuals rely on their lives from the tourism sector. The surrounding community gets jobs from tourism activities in their area.
- f. Utilization of tourism facilities by local communities. Tourists and local people often share facilities for various purposes. The number of tourists bring a large enough profit so that facilities can be utilized for the local community.

Pendit (2009: 223) reveals the negative impacts of tourism in terms of economy are:

- a. The over-reliance of tourism. Some tourist destinations are very dependent income or economic activities on the tourism sector. As tourism declines, directly or not it will lead to a decline in economic activity in a chain.

- b. Increased inflation rate and sky rocketing land prices. Turnover of money and demand for consumer goods in tourist destinations will trigger inflation numbers. As well as the construction of various tourism facilities will trigger the price of land around the location becomes very expensive.
- c. Increased tendency to import the necessary materials in tourism so that local products are not absorbed. The tendency of tourists coming from other countries has different lifestyle and diet. It indirectly causes the people to import materials from abroad and override local products.
- d. The nature of tourism is seasonal. It cannot be precisely predicted, so the return on investment capital is also uncertain.
- e. The incidence of other additional costs for the local economy. The emergence of waste, pollution, and so forth forced the community to incur additional costs to fix it.

### **3. The Social Impact of Tourism**

According to the pendit (2009: 128) society and culture tend to experience changes caused by the existence of tourism in a region. The impact of tourism on socio-cultural life essentially wants to answer three main questions, namely how the characteristics of interaction between tourists and local people (hoost-guest), how the process of tourism can change the community and culture of the host community, and whether the change is beneficial or detrimental to the lord home.

Cohen (in Hirawan 2008) describes the social impacts of tourism grouped into ten major groups:

- 1) Impact on linkages and involvement between local communities and the wider community, including the degree of autonomy or dependency
- 2) Impact on interpersonal relationships among community members
- 3) Impact on social organization / institutional foundations
- 4) Impact on migration from and to tourism areas
- 5) Impact on the rhythm of community social life
- 6) Impact on the pattern of division of labor
- 7) Impact on social stratification and mobility
- 8) Impact on the distribution of influence and power
- 9) Impact on increasing social deviations
- 10) Impact on arts and customs areas

Meanwhile, according to Richardson and Fluker (2004 in Pitana and Diarta, 2009: 195) the impact of tourism on socio-cultural life in tourist destinations include:

1. Impact on population structure

Increased tourism activity in a tourist destination requires labor to run a tourism business and provide services that tourists need. Some of them may come from local residents who decide to change jobs from other sectors to the

tourism sector. Some of the other residents may decide to stay around the area even if they are not absorbed into the tourism sector rather than having to move elsewhere due to limited job opportunities. Another possibility is the arrival of residents who come from other areas who happen to work in the area due to tourism.

## 2. Transformation of livelihood structures

Tourism sector employment opportunities should be recognized as having several advantages over other sectors. This will immediately attract people from other jobs and areas to get closer to the tourism sector. Some areas where most of the livelihood resources are mostly from the agricultural sector are immediately challenged. Occurs the transformation of work and labor from agriculture to tourism. Some types of jobs that do not require special expertise in the tourism sector, such as gardening, cleaning service, house-keeping, and the like attract the interest of housewives or workers in the agricultural sector to join. The seasonal nature of tourism sometimes influences socially the local people who happen to work in the tourism sector.

## 3. Values transformation

Increasing the population with the arrival of people who have different attitudes can cause mixed values in the tourist destination. The impact of tourism on values in larger tourist destinations is due to tourist influences rather than caused by tourism workers coming from other regions. This transformation of values can take several forms, as follows:

### a. Impact effect (demonstration effect)

- b. Marginalization
- c. Commodity of culture

#### 4. Impact on everyday life

Despite the impact of tourism on values and how people think, tourism also causes problems for host communities that affect how people act in their daily lives.

Based on some description, there are two impacts arising from the development of tourism, namely positive impacts and negative impacts. The impacts can be either directly or indirectly impacted. Broadly speaking development has an impact on economic, social, religious and cultural.

### **F. Tourism Development Strategy**

#### **1. General Strategy Concept**

The concept of strategy has a basis or scheme to achieve the intended target. So basically a strategy is a tool to achieve goals. According to Marrus (2002: 31) strategy is defined as a process of determining the plans of top leaders that focus on the organization's long-term goals, along with the preparation of a way or effort how to achieve that goal. Furthermore Quinn (2009: 10) defines strategy is a form or plan that integrates the main goals, policies and set of actions within an organization into a unified whole. A well formulated strategy will help organize and allocate the company's resources into a unique and enduring form.

A good strategy is based on internal capabilities and weaknesses of the company, anticipation of changes in the environment, and the unity of movement by enemy spies. From the two opinions above, then the strategy can be defined as a plan developed by top management to achieve the desired goals. These plans include: the objectives, policies, and actions that an organization must take in maintaining the existence and calm the competition, especially the company or organization must have a competitive advantage.

It is as revealed by Ohmae (2009: 10) that business strategy, in a word, is about competitive advantage. The only goal of strategic planning is to enable companies to achieve, as efficiently as possible, a sustainable advantage over their rivals. The cooperation strategy thus reflects the effort to change the company's strength relative to its rivals as efficiently as possible. Every company or organization, especially services, aims to provide good service for its customers. Therefore, any corporate or organizational strategy should be directed to customers. It is as described by Hamel and Prahalad (2005: 31) "that strategy is an incremental and continuous action, and is done based on the viewpoint of what the future customers expect".

Thus, strategy almost always starts from what can happen and not start from what happened. For example, the strategy may lead the organization toward cost reduction, quality improvement, and expand markets. The occurrence of new market innovation speed and changes in consumer patterns require core competencies. Companies need to look for core competencies in the



business they undertake. Goldworthy and Ashley (2009: 98) proposed seven basic rules in formulating a strategy as follows:

- a) He must explain and interpret the future, not just the present.
- b) Strategy directives should be able to determine the plan and not the other way around.
- c) Strategy should focus on competitive advantage, not solely on financial considerations.
- d) It must be applied from top to bottom instead of bottom to top.
- e) Strategy must have an external orientation.
- f) Flexibility is very essential.
- g) Strategies should focus on long-term outcomes. A strategy should be able to provide information to its readers which also means easily updated by each member of top management and every employee of the organization.

So by Donnelly (2006: 109) put forward six information that should not be forgotten in a strategy, that is:

- a) What will be done.
- b) Why so, a description of the reasons to be used in determining what is above
- c) Who will be responsible for or operationalize the strategy
- d) How much cost should be spent to make the strategy a success
- e) How long does it take for the operation of the strategy
- f) What results will be obtained from the strategy.

In order to ensure that the strategy works successfully by convincing not only trustworthy others but it is workable, Hatten and Hatten (2006: 108-109) provide some guidance as follows: a) The strategy must be consistent with the environment, the development of society, in an environment that provides an opportunity to move forward. b) Each organization not only makes one strategy, depending on the scope of its activities. If there are many strategies that are created then one strategy must be consistent with other strategies. Do not contradict or disagree, all strategies are always aligned with one another. c) An effective strategy should focus and integrate all resources and not disintegrate one another. Unhealthy competition between the various work units within an organization often claims its resources, leaving it separated from other work units so that the unifying forces are detrimental to the organization's position. d) Strategy should focus on what is its strength and not on points that are its weaknesses. In addition it should also take advantage of competitors' weaknesses and make the right steps to occupy a stronger competitive position. e) Resources are critical. Given the strategy is something that is possible, should be made something that is feasible to be implemented. f) Strategy should take into account the risks that are not too large. Indeed every strategy carries risks, but it must be careful, so as not to plunge organisasike bigger holes. Therefore the strategy should always be controlled. g) Strategy should be set on the foundation of success that has been achieved. h) The signs of success from the success of the strategy

are expressed with support from relevant parties of executives, from all unit leaders in the organization.

Meanwhile, according to Argyris, Mintzberg, Steiner, and Miner as quoted in Rangkuti (2008: 4) states that strategy is a continuous and adaptive response to external opportunities and threats and internal strengths and weaknesses that can affect the organization. Bryson (2001: 189-190) explains that strategy can be viewed as a pattern of goals, policies, action programs, decisions or resource allocations that define how the organization, what it does and why it does it. From the various opinions above, it can be concluded that the preparation of strategies should consider the goals and objectives to be achieved in the future, in addition an organization must always interact with the environment where the strategy will be implemented, so the strategy is not contradictory but in the direction and in accordance with the conditions environment and see internal and external capabilities that include the strengths and weaknesses of its organization. Therefore, strategy is an extension of mission to bridge the organization with its environment. The strategy itself is usually developed to address strategic issues, where strategy explains the organizational response to key policy choices. Strategies in general will fail, when the organization does not have consistency between what is said, what it is and what it does.

## **2. Tourism Development Strategy.**

Strategy is a systematic way of various steps and policies that will be pursued for the development of effective organizers in accordance with the situation, conditions and resources owned by the tourist location. The implementation of good development requires a good strategy as well. This needs to be done so that later during the process of the activity takes the material to be delivered can be accepted in full and give a positive response in order to develop the potential and resources owned. Kartasasmita (2005) revealed in the tourism business development strategy that must be considered is :

- a. Increased access to productive assets, especially capital.
- b. Increased access to markets.
- c. Entrepreneurship.
- d. Institutional.

Still according to Yoeti (2006: 180) there are ten possible strategies in tourism marketing: a. Develop a new service product policy. b. Offer as many service products as possible c. Maintain and restore products of old services. d. Build and improve tourism infrastructure. e. Create a profitable aviation policy f. Create sustainable relationships with tour operators. g. Form of overseas tourist information center h. Prepare educated personnel i. Prepare and create a good promotional material. j. Join the activities of International tourism organizations.

### **3. Tourism Promotion**

Successful marketing activities undertaken by a company depend not only on the quality of the products produced, the right policies, the rapid service and distribution, but much influenced by the fostering of relations between producers and consumers sustainably. Promotional words provide various interpretations and languages.

Basically the purpose of the word promotion is to tell, coax or remind more specifically. Promotion is a process of conveying information to a target market, about matters concerning product, price, where a product is sold by persuasively in order to target a purchase (Yoety 1990: 141).

Promotion is one of the variables in the marketing mix, which is very important to be done by the company in marketing service products. Promotional activities not only serve as a means of communication between companies and consumers, but also as a tool to influence consumers in purchasing activities or use of services in accordance with their needs (Lupiyoadi 2001: 108).

Yoety (1994) explains that promotions simply aim to inform a particular group or people that there is a product offered for sale. As an effort to attract potential buyers to the goods offered, conducted a promotion that aims to introduce products, advantages compared to other products, and the benefits and uses. With this step the general public will

become familiar with the products we have. then it is expected that they will buy or use the product.

In doing effective promotion, there needs to be promotion mix, that is optimal combination for various kinds of activity or selection of type of promotion activity most effective in increasing sales. There are five types of promotional activities, among others: (Kotler, 2001:98-100)

- a. Advertising, namely non-personal promotional form by using various media intended to stimulate purchases.
- b. Personal Selling, a personalized promotional form with an oral presentation in a conversation with a potential buyer aimed at stimulating purchases.
- c. Publicity, which is a form of non-personal promotion about, service or unity of a particular business by way of reviewing the information / news about it.
- d. Sales promotion, which is a form of promotion outside the above three forms intended to stimulate purchases.
- e. Direct marketing, which is a form of individual sales directly aimed at influencing consumer purchases.

From the description, it can be concluded that the promotion in tourism is a one-way flow of information that is made to direct potential tourists or tourism business institutions to actions that can create an exchange in the marketing of tourism products. Based on the description, it appears that promotion in tourism marketing acts as a supporter of the

transaction, informing, persuading, reminding and distinguishing tourism products promoted by other tourism products of the company.

#### **4. Development of Facilities and Infrastructure**

##### Tourist facilities

Suwantoro (2004: 22), argues "tourist facilities is the completeness of the tourist destination that is needed to serve the needs of tourists in enjoying travel tourism". The development of tourism facilities in tourist destinations and certain tourist objects must be tailored to the needs of tourists both quantitatively and qualitatively. Moreover, the market tastes can determine the demands of the means in question.

Various tourist facilities that must be provided in tourist destinations are hotels, travel agencies, transportation, restaurants and the number of restaurants and other supporting facilities. Not all attractions need the same or complete facilities. Procurement of tourism facilities should be tailored to the needs of tourists.

According to Yoeti (1996: 186), tourism facilities and infrastructure can be defined as all forms of company that can provide services to tourists, but life will not always depend on tourists. Based on this understanding, what is meant by tourism facilities and infrastructure are companies whose activities are serving tourists and their life is not always dependent on tourist visits. Tourism facilities include basic facilities,

complementary facilities and supporting facilities. For more details can be described as follows:

a. Main Tourism Facility.

The main means of tourism is the minimal facilities that must be found in a tourist destination. It basically depends on the tourist traffic. As for which is included in the main means of tourism is like a means of connecting, means of transportation tourism, hotels and other types of accommodation.

b. Tourism Complementary Facility

The complementary means of tourism are the facilities that can complement the basic facilities, so that the function of these complementary facilities can make the tourists stay longer in the destination or residence visited. As for that included in this facility is a means of sports and so forth.

c. Tourism Support Facilities

Tourism support facilities are needed to support basic facilities and complementary means for tourists to spend more money to the places visited. As for which included in this facility such as cinema and so forth.

Infrastructure

"Tourist infrastructure is a natural resource and man-made resources that are absolutely needed by tourists in their travels in tourist destinations, such as roads, electricity, water, telecommunications, terminals, bridges, and others (Suwanto, 2004: 21)". For the readiness of tourist objects that will be visited by tourists in tourist destinations, tourist infrastructure needs to be built in accordance with the location and condition of the



object concerned. The development of tourism infrastructure considering the condition and location will increase accessibility to a tourist attraction which in turn will be able to increase the attraction of the tourist attraction itself. In addition to the various needs mentioned above, other tourist needs also need to be provided in tourist destinations, such as banks, pharmacies, hospitals, gas stations, shopping centers, barbers, etc..

In carrying out the development of tourism infrastructure required steady coordination between related agencies along with tourism agencies in various levels. Support of related institutions in developing tourism infrastructure is indispensable for tourism development in the region. Coordination at the planning level followed by coordination at the implementation level is the main capital for successful tourism development.

According to Yoeti (1996: 186), infrastructure is all facilities that process the economy runs smoothly in such a way that can facilitate human to be able to meet their needs. In accordance with this understanding, tourism infrastructure can be summed up as all facilities that allow for tourist facilities can develop and provide convenience or good service for tourists. As for which is included in the tourism infrastructure is:

- a. Economic infrastructure, which includes transport, communications, banking systems, and belonging to utility groups, such as electricity and water sources.

b. Social infrastructure, as a supporter of tourism activities such as health services, officers who directly serve tourists, guides, safety factors, etc..

## **5. Government, Private and Community Participation**

Soermardjan (in Sipillane 1999: 133) reveals that:

Tourism development should be a comprehensive development plan, so that optimal benefits for society, both economically, socially, and culturally can be gained. The plan should integrate the development of tourism into an economic, physical, social development program of a country. In addition, the plan should be able to provide a government policy framework to encourage and control the development of tourism.

Tourism development activities essentially involve the role of all existing stakeholders. Stakeholders in question include three actors namely Government, Private, Society with all the roles and their respective functions (Ministry of Culture and Tourism guidebook 2011: 1). Each of these stakeholders can not stand alone, but must synergize and move together to achieve the desired development goals.

The role and function of each stakeholder is :

- a. The Government in accordance with its duties and authorities serves as a regulator and support the implementation of tourism development.
- b. Private as the developer and or the executor of the development of tourism activities.

- c. Communities with resources owned, whether in the form of customary wealth, tradition, and culture and capacity, acting as host and actors of tourism development.

There are many strategies to be considered in the development of tourism. As an example of tourism promotion, development of facilities and infrastructure. The role of stakeholders is also important in developing a tourist area.

## **6. Strategic Plan**

According to the Law of the Republic of Indonesia number 32 of 2004 on Regional Government in article 151 :

- a. The regional apparatus work unit develops a strategis plan which hereinafter called Renstra-SKPD contains vision, mission, goals, strategies, policies, programs and development activities in accordance with their duties and functions, based on the RPJM Daerah and indicative.
- b. The plans as meant in paragraph (1) shall be formulated in the form of working plan of regional apparatus unit containing policies, programs, and development activities either implemented directly by the local government or pursued by encouraging community participation.

According to the Law of the Republic of Indonesia number 25 of 2004 on National Development Planning System in article 7:

- a. Strategic Plan (SKPD) includes vision, mission, objectives, strategy, policy, program, and development activities arranged in accordance with the duties and functions of the Local Government Work Unit and are guided by the Regional RPJM and are indicative.
- b. Renja-SKPD is drafted based on the SKPD Renstra and refers to RKP, contains policies, programs and development activities either directly implemented by the local government or pursued by encouraging community participation.

Program is said to succeed if the program gives the impact as desired. From some expert opinions that describe the implementation of the program, the implementation of the program is a form of policy that is translated into a program of action that explains specifically about the steps or actions taken or designed so that the program can run in accordance with the desired goals.

## **CHAPTER III**

### **RESEARCH METHOD**

#### **A. Researches Type**

This research uses case study of qualitative approach.. Through qualitative method, in the early stages the researcher explores, then collect data in depth to find a hypothesis in the form of relationship between the symptoms by providing an overview and depth analysis related to the development of Serang beach tourism in Blitar regency. Moleong (2011: 6) says that "Qualitative research is a study that intends to understand the phenomenon of what is experienced by research subjects such as behavior, perception, motivation, action, etc. holistically, and describing it in the form of words and language, in a special, natural context and by utilizing various scientific methods ".

According to Yin (2009) the type of case study is to try to explain the decisions on why the study was selected, how the implementation and what the outcome was. The research of case study aims to know the depth of a phenomenon that occurs in the present, with researchers who have limited control of events to be studied. It corresponds with the problem that is going to be researched. In this case the researchers want to know the implementation of a program and what the results are, with limited participation from the researchers to control the event.

## **B. Research Focus**

Research focus is a preliminary scope that will be used as a research area, so that the researchers will get a comprehensive picture of the situation to be studied. The establishment of the research focus is also used as an attempt to prevent the occurrence of bias in describing and discussing the under investigation problem. The focus is basically the main issue that comes from the experience of researchers or through knowledge obtained through scientific literature or other literature (Moleong, 2011: 97).

In this study the researcher determines the focus of the study to limit the study so that research can be more focused and can filter more relevant information. In addition, qualitative research also requires a limit in its research based on the focus that arises as a problem in research. As previously revealed by Moleong, the proper and clear research focus will make it easy for researchers to sort the data that is necessary or not. With this explanation, the researchers feel it is important to determine the focus of research.

Based on the title of research that will be conducted by the researcher that is, Implementation of Development of Serang's Coastal Tourism Sector in order to Improve Socio-Economic Community of Serang Village:

1. Implementation of development of Serang beach tourism sector, Panggungrejo sub-district, Blitar regency covers:
  - a. Planning phase of development of tourism sector in natural tourist attraction of Serang beach, Panggungrejo sub-district, Blitar regency.

- b. Implementation phase of tourism sector development in natural tourist attraction of Serang Beach, Panggungrejo District, Blitar regency.
2. Factors that affect the implementation of development of development sector in natural tourist attraction of Serang District of Panggungrejo Sub-district, Blitar Regency, consist of:
  - a. Supporting factors
    - Characteristics of the object
    - Community participation
  - b. Inhibiting factor
    - Quality of Human Resources
    - The absence of investors
3. Improving the economy of the people living around the Serang natural tourist attraction beach, Panggungrejo sub-district, Blitar regency.

### **C. Location and Site Research**

In this research, the place selected to be the research site is natural tourist attraction of Serang beach Panggungrejo District Blitar sebagai with the following considerations:

1. Panggungrejo District tourism in Blitar district that has an interesting tourist attraction.
2. Tourist attraction in Panggungrejo Sub-District is often visited by tourists so that it will bring impact or strong influence both positive and negative to socio-economic changes surrounding communities.

## **D. Types and Data Sources**

### **1. Primary Data Sources**

Primary data are the words and actions of people who are observed or interviewed and used as primary data. These primary data sources are recorded through written notes or by video or audio tape recording and by taking photos or movies. In addition, the intended primary data are direct data and immediately obtained from the data source by researchers for special purposes. The primary data source obtained by researchers in this study is :

- a. The people around Panggungrejo Sub-District tourism site that directly related to the impact caused by the development of tourism.
- b. Management of natural attractions Serang beach
- c. Tourism Office, Youth and Sports of Blitar Regency

### **2. Secondary Data**

Secondary data is data that is beyond words and actions, but the secondary data should not be ignored. In terms of data sources, additional material derived from written sources consists of a source of scientific books and magazines, sources of archives, personal documents and official documents. In addition, secondary data can be said as data that was first collected and reported by people outside the researchers themselves, although that collected data is actually the original data.



Secondary data that is intended in this case is the data from the Department of Culture and Tourism of Panggungrejo District and the management of natural attractions Serang beach such as general description of the location, site plan, documentation of tourism activities, the number of visitors as well as pictures of tourist attractions.

## **E. Method of Collecting Data**

### **1. Interview**

Hasan in Emzir (2012: 50) defines the interview as a language interaction that takes place between two people in a face-to-face situation. One person, the one who conducts the interview requests information or expressions to the observed person about his or her opinions and beliefs. In this research, interview is used to get answers directly from sources related to tourism development of Serang beach. This interview is conducted at the right time to extract as much information as possible and to reveal about the socio-economic impact of the people of Serang village.

### **2. Observation**

Observation or observation can be defined as "focused attention to events, symptoms, or something" (Emzir, 2012: 37). Observations were made to see the real interaction between the research object and the other parties directly involved in the development of Serang Beach tourism in Blitar regency.

### **3. Documentation**

Documentation is an act of collecting data that is done by studying, recording, and collecting documents in the form of archives and records that become inputs in the preparation of research that is considered important and relevance to the problems studied. Here the researchers collect data or information from the Department of Culture and Tourism Blitar regency and also the manager of the beach resort Serang by finding the data that are written such as organizational structure, the description of the region and activities that are related with the research.

#### **F. Research Instruments**

In this study the instruments or tools used are:

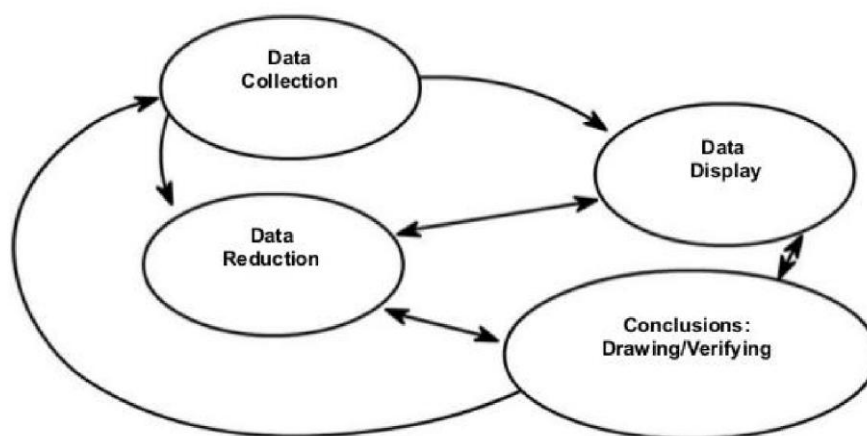
1. Researchers, in qualitative research the main instrument is the researcher himself, but then after the focus of the research becomes clear, it is likely to develop a simple research instrument, which is expected can be used to complement the data and to compare it with the data that have been found through observation and interview. Researchers will go into their own field, either on grand tour question, focused and selection stage, collecting data, analysis and making conclusion.
2. Interview guide, it is useful to limit and to guide the researchers in finding the data needed for research activities. Before conducting an interview the researcher made an interview guide to find out what data was wanted

either to start searching data, or to extend the data already obtained previously.

3. In conducting this research, researchers used some supporting tools, such as recording tools and photos via researchers's HP, as well as small pocket books.

### G. Data analysis

In this research, the researchers used interactive data analysis from Miles and Huberman. According to Miles and Huberman quoted by Sugiyono (2014: 246) suggested that, "activity in the analysis of qualitative data is done interactively and run continuously until complete so that the data will finally be saturated". The activities referred to in Miles and Huberman's interactive data analysis cited by Sugiyono consist of data reduction, display data, and conclusion: drawing / verification. The interactive data analysis activity can be illustrated in the following four components:



**Figure 1. Components in interactive data analysis model Miles and Huberman**

**Source: Sugiyono, 2014: 247**

**a. Data Reduction**

The amount of data obtained from the field is quite a lot, data reduction is needed to summarize, choose the things that matter, focus on things that are important, find the theme and pattern. By doing this step the reduced data will give a clearer picture and make it easier for the researcher to collect the next data and look for it when necessary. In this study, the researchers reduce data after conducting interviews with informants by selecting data that can be used to answer the formulation of research problems.

**b. Data Display**

After reducing data results of the research then the next step is to display or to present it. In this study the data presented in narrative form, a brief description of the results of the interview then supported with tables and images. Presentation of data is adjusted to the focus of the research that has been established, with the goal of focusing and facilitating data analysis. At this stage the presentation of data is divided into two parts namely the general overview and presentation of research focus data. The general overview contains an overview of the research location and overview of the research site. While The Presentation of Research Focus Data presents the data that has been reduced and presented according to the focus of research.

**c. Conclusion: drawing/verifying**

The third step in this interactive data analysis is to make conclusion and verification. This is not the last step in data analysis because the conclusions are still temporary, and are subject to change if there is no strong evidence to support

the next data collection stage. However, if the conclusions made in the early stages are supported by consistent evidence when the research returns to the field, the conclusion presented is a credible conclusion.

## **CHAPTER IV**

### **FINDING AND DISCUSSION**

#### **A. Overview and Location Research**

Blitar Regency is located between Malang Regency, Tulungagung Regency, and Kediri Regency. Blitar Regency is one of the areas in East Java which is rich in uniqueness and natural beauty. In the face of this global era, Blitar district government seeks to explore some of its nature potential to increase local revenue. In Blitar Regency there are many kinds of tourist attractions such as beaches, tombs, temples, historical buildings, monuments, dams, parks, swimming baths, and others. The existence of various tourist attractions in Blitar district is increasingly make Blitar District worth to be explored its potential of the places that can be function as places of tourism. So that places of tourism in Blitar regency will also develop become more feasible as a place of tourism. One of the coastal attractions in Blitar district is Serang beach.

Serang beach is located in Serang Village, Panggungrejo Subdistrict, which is about  $\pm 30$  km from the direction of Blitar City. Serang beach is a beach with beautiful natural scenery. There is a nice rock and white sand along its shores. In addition, there are also green areas like forest trees which are still in well maintained condition so that the location around Serang beach can be enjoyed from its beauty. From the explanation, Serang beach can be one of the tourist attractions in Blitar district that can be developed its potential.

Figure 2

Serang Beach Location Map

Figure 3 Location and View of Serang  
Blitar Beach

Source: [www.google.com](http://www.google.com)

The beach is located in Blitar Regency, East Java has its own charm.

The stretch of Serang Blitar beach is quite wide, with its white sandy charm and

its sloping beach lips make this area very suitable as a vacation spot. (<http://blitartourism.com/7-pantai-indah-di-blitar-which-which-to-visit>, accessed on 5th October 2017). The combination of beaches and hills from this is able to present a very exotic natural scenery. Because you will very sorry if you miss the trip to this beach. It's just takes a long time to get to the location of this Serang Blitar Beach. This beach is still a complex with a beach consisting of 3 areas, where the second and third beaches are located in west of the main beach, and separated by the hill. When you go to the beach, you will be greeted by the gate of Serang beach and you are required to pay entrance fee. The ticket price is very affordable and can be spelled out very cheap. It is not comparable with its beauty. It is only Rp3,000 / person. (<http://www.sharetempatwisata.com/pantai-serang-blitar>, accessed on 5 October 2017).

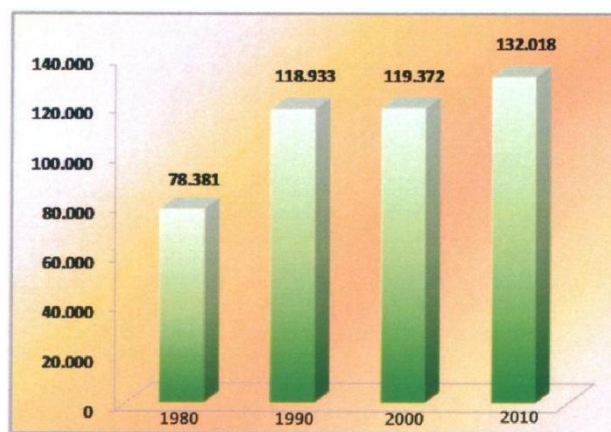
Serang Blitar beach has a sloping expanse of white sand with a wave that is not so heavy. This beach is one of the beaches of the Indian Ocean, precisely located in Serang Village Panggungrejo District, Blitar Regency East Java. From the direction of Blitar downtown then only about 45 km to get to this beach. Formerly around Serang Beach is filled with beautiful white rocks, so people around called it with the Stone of Latitude because the model of white stone and full of glitter.

Some of these things, is a good potential for the development of attractions Serang Beach. Because Serang beach already has the value of beauty that must be maintained, preserved, and developed.



Figure 4

Projected increase in population



Source: Central Bureau of Statistics Blitar

Figure 4 above shows an increase in population of Blitar regency from year to year. The increase in the number of residents will indirectly affect the number of people who are interested in Blitar. So the development of tourism potential in Blitar like Serang Beach Tour is appropriate to be improved. In order for the Blitar community themselves to enjoy and to proud of the existence of these attractions. The increasing in the number of tourists' data can be seen in the table and graph below.

Table 1

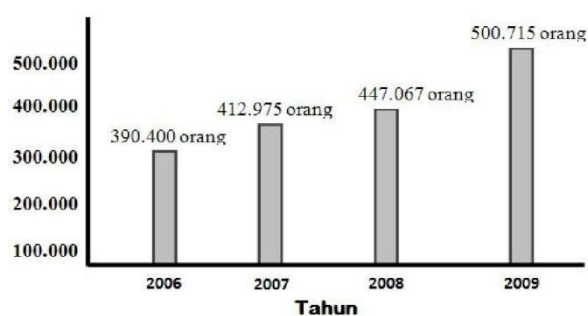
Data of local and foreign visitors in Blitar

No.	Year	Number of Travelers
1.	2006	390.400 people
2.	2007	412.975 people
3.	2008	447.067 people
4.	2009	500.715 people

Source: UPTD PIPP Blitar

Figure 5

The possibility of local and foreign tourists increase in Blitar



Source: UPTD PIPP Blitar

## B. Data Presentation

### 1. Implementation development of coastal tourism sector Serang beach Panggungrejo District Blitar regency

#### a. Development Planning Phase of Serang Beach Tourism Object

As the first step in developing the tourism sector, Blitar District Government must first make a plan about the use of APBD based on the need in the development of Serang beach tourism object. This is of course different from before, where the managing of Serang beach attractions was do by the resident around and relying on the Serang beach's levy. In constitution No. 10 Year 2009, Related to the implementation of tourism in Indonesia is the granting of authority to the government and local government, both provincial and district / city to prepare and establish master plan of tourism development in accordance with the level of authority. Furthermore, in general the stages in the tourism development

process in Blitar district costs arising from the implementation of this decree are charged to the Regional Budget of Blitar in fiscal year 2014 through budget implementation document (DPA) of the *Dinas Olahraga, Kebudayaan dan Pariwisata* Blitar Regency for fiscal year 2014.

In the stages of budget discussions in tourism development, local government (Department of Sports, Culture and Tourism) perform several stages namely:

- 1) Consulting APBD to the public through Disporbudpar and DPRD
- 2) Preparation of responses, corrections, and suggestions for improvement
- 3) Formulation and approval of tourism object development
- 4) Socialization of development planning and development of tourism object

The use of APBD as the cost of the implementation of Serang beach tourism development should be used for the implementation of both physical development, facilities and socio-cultural, and the rest for the promotion of Serang beach attractions. Exposure as an input for the development of Serang beach tourism object:

- 1) Disclosures by Disporbudpar on the description for development, which is divided according to the field of development of Serang beach tourism object:
  - a) Summary (1) Summary of social-cultural problems of Serang beach
  - b) Summary (2) Serang beach infrastructure issue
  - c) Summary (3) Information and promotion issues
- 2) Head of Disporbudpar Dissertation about

- a) Result of job evaluation
  - b) The priority framework of government programs / Disporbudpar
  - c) Information budget estimation of Serang beach tourism development
- 3) The responses of local governments (bupati) that can be linked with Disporbudpar exposure in accordance with the policies and priorities of the program

From the explanation above, it is strengthened with information from the Head (head of the field) of tourism business development tourism Blitar regency as follows:

" Serang beach is the flagship of the leading physical and physical destinations of the Blitar Government which has been RPJM (regional mid-term development plan) sera vision of the Bupati's mission and vice regent 2016-2021 "(Interview Arinal Huda, Head of tourism business development of Blitar regency, August 12 2017)

"acceleration program of tourism development priority (regional government) is triangle diamond (tourism development of 3 points of tourist area (tourist area of temple Penataran (Legok), tourist area of attack, tourist area of Sirong Kecong (tea plantation) Wlingi sub district" (Interview Kepala Desa Serang, Dwi Handoko, dated August 21, 2017)

From the interviews above, it is known that Serang beach development is included in the vision and mission of the Regent as outlined in the Planning of Serang beach tourism development in accordance with the Decree of the Regent No. 68 of 2017, that the development of tourism is needed to encourage equal opportunity and benefit and the ability to face the challenge local, national, and global changes. That in the improvement and development of culture and tourism in Blitar district can be used as economic development for Blitar district community. Development of Serang Beach tourism development in Blitar is one

of the efforts in supplementing the income of the Government of Blitar Regency in advancing the region. The development of Serang Beach tourism is: User building is for visitors / tourists both local and international and also for the manager.

#### **b. Implementation Development of Serang Beach Tourism Object**

Implementation of Serang Beach tourism development is done by the activity of object development and tourist attraction in nature tourism, culture and special interest. For that Disporbudpar Blitar programmed various activities of development of objects and tourist attraction. In the effort to manage the objects and attractions of the local government Blitar Regency has constrained the limited budget or budget available for tourism development, especially the development of tourism object, provided by the government to be managed by Disporbudpar of Blitar Regency. While the program pengembangan tourist objects in Blitar requires substantial funds, whereas Blitar regency has so many tourism potentials, especially the objects of nature tourism that has not been touched and empowered as one of the tourist commodities.

This is like the result of an interview with one of the staff of Disporbudpar Blitar M. Rifai, who said:

"Blitar Regency has so much tourism potential, but in the effort of tourism development we always collide with fund problem, every year we always propose a plan of tourism development activities, but many program plans that cannot be realized due to funding problems"  
(interview with M. Rifai, Head of Tourism Marketing and Creative Economy, dated 4 October 2017)

While Luhur Sejati stated

"Disporbudpar Blitar Regency has a tourism management program tailored to the existing capabilities. So even if not, many results are visible, it is in the right direction, because management activity is a "long-march" that cannot be solved by one or two periods of office leadership alone. So there are short, medium and long term goals. The most important thing for us is to run the role as a strong foundation which will become a pillar for the development of tourism potential in Blitar. With the right foundation then any development and its management can run according to the planned program that is building an environmentally friendly tourism object and preserving nature "(interview with Luhur Sejati, Head of Disporbudpar Blitar regency, dated October 6, 2017).

The same thing is also said by Puji Hartini who is the management of tourism objects tailored to the existing capabilities. From the management, a short, medium and long term plan is created. And the role of Disporbudpar Blitar Regency is to run and to supervise the management program of tourism object development in Blitar Regency.

"The management of Serang Beach area is based on the community base aspect because the managers give priority to the surrounding community to control the business in the recreational park location. The development of the increasingly crowded settlement of the village as a handicraft industry business that developed because of the will of community base has become its own environmental problem.  
(interview with Puji Hartini Section Data Analysis, Marketing Strategy and Tourism Cooperation, dated 16 August 2017)

From the interview above shows that beside making improvements of the tourism object also pay attention to the development of society in the area of tourism. Such as the management of Serang Beach area conducted by Disporbudpar Blitar to give attention for the surrounding community to control the efforts at the recreational park location. So that people can feel and enjoy the existence of these attractions and can be additional income.

Based on the description of Head of Sports, Culture and Tourism, it is known that Disporbudpar currently has several programs among others:

1) Cultural Value Development Program

- a) Preservation and actualization of local cultural customs
- b) Stewardship of ancient manuscripts
- c) Policy formulation on local culture
- d) Monitoring and evaluation of the implementation of cultural value development program

2) Cultural Wealth Management Program

- a) Community participation facilities in the management of cultural property
- b) Physical preservation and support of bibliography include ancient manuscripts
- c) Preparation of local cultural wealth management policy
- d) Socialization of local cultural wealth management area
- e) Management and development of preservation of ancient historical relics
- f) Development of culture and tourism
- g) Value development and historical geography
- h) Recording and digitizing library materials
- i) Formulation of history and ancient
- j) Supervision, monitoring and evaluation and reporting of the implementation of cultural wealth management program
- k) Supporting database management of historical information systems of antiquity.
- l) Provision of support, appreciation and cooperation in the field of culture.

3) Cultural Diversity Management Program

- a) Development of local arts and culture
  - b) Preparation of information system and database of cultural field
  - c) Organizing cultural dialogue
  - d) Facilitate the development of regional cultural diversity
  - e) Facilitation of local cultural festivals
  - f) Seminar on revitalization and re-actualization of local culture
  - g) Monitoring, evaluation and reporting on the implementation of the development of cultural diversity
- 4) Cultural Wealth Management Development Program
- a) Facilitate the development of partnerships with LSM and private companies
  - b) Facilitate the formation of potential business partnerships among regions
  - c) Establish partnership of inter-regional cultural management
  - d) Monitoring, evaluation and reporting
- 5) Tourism Marketing Development Program
- a) Market analysis for promotion and marketing of tourist attractions
  - b) Increased utilization of information technology in tourism marketing
  - c) Development of tourism promotion cooperation network
  - d) Coordination with tourism support sectors
  - e) Implementation of regional tourism promotion at home and abroad
  - f) Monitoring and evaluation of the implementation of tourism marketing development program
  - g) Development of tourism statistics



- h) Integrated guide training
- 6) Tourism Destination Development Program
  - a) The development of leading tourism projects
  - b) Increased development of tourism facilities and infrastructure
  - c) The development of leading types and package tours
  - d) Implementation of coordination of tourism object development with business world institutions
  - e) Monitoring and evaluation of the implementation of tourism destination marketing programs
  - f) Development of tourist destination
  - g) Development, socialization and application and standardization of tourism
- 7) Partnership Development Program
  - a) Development and strengthening of information and database
  - b) Development and strengthening of R & D, culture and tourism
  - c) Development of human resources in the field of tourism and culture in cooperation with other institutions
  - d) Facilitating the establishment of communication forums between tourism and cultural industry actors
  - e) Implementation of coordination of tourism partnership development
  - f) Monitoring and evaluation of the implementation of the enhancement program
  - g) Development of human resources and tourism professionalism
  - h) Increasing public participation in the development of tourism partnerships.

In line with the policy of tourism awareness of the local government of Blitar district, the program compiled by Disporbudpar Blitar one of them is a tourism destination development program that focuses on the development of leading tourism projects. Serang beach tourism object is the flagship tour of Blitar district which is currently under development program, so Serang beach tourism object is included to development program of local government of Blitar regency. (Nita, <http://mayangkaranews.com/disporbudpar-alokasikan-7-miliar-pengembangan-pariwisata-di-kabupaten-blitar>, accessed on October 5, 2017)

Disporbudpar allocates 7 billion fund for tourism development in Blitar Regency. According to the Head of Disporbudpar of Blitar Regency, the total budget of APBD for tourism development is about 73 billion rupiahs, but 66 billion is included in the budget of Public Works Office for the development and improvement of access road to 3 tourist attractions such as Serang Beach, Sirah kecong and upgrading tour, so Disporbupar gets 7 Milliar for the development of tourist attractions in the form infrastructure and other development in the tourist attractions. The amount of budget 7 billion rupiahs will be divided into 3 tourist attractions as well as in this year the focus of revamping the 3 tourist attractions. Disporbudpar Blitar district is making budget plan in accordance with the needs of each tourist attractions. Luhur added, 7 billion rupiahs is considered sufficient for 3 tourist attractions and the budget has gone up from the previous year. (Nita, <http://mayangkaranews.com/disporbudpar-alokasikan-7-miliar-for-powering-development-in-district-blits>, accessed on 5th October 2017)

To know the implementation of tourism development in Blitar district, it can be known by some interviews with the head of tourism and sub-official tourism object of tourism and culture of Blitar district are as follows: Based on a statement from the Head of the development of tourism business district of Blitar who stated that:

"The Government (Tourism and Culture Department) is currently in the stage of Implementation of tourism object development programs in Blitar district, the last few years is greatly maximized. This is done to support all tourism programs, especially in the Department of Tourism and Culture of Blitar Regency ". (Interview Arinal Huda, Head of tourism business development of Blitar regency, dated August 12, 2017)

The development of facilities and infrastructure is one of the tourism development efforts of Blitar Regency. Development of facilities and infrastructure includes two things, namely the development of basic facilities and infrastructure and facilities and infrastructure supporting tourism.

This is in accordance with the submitted by the Head Disporbudpar who stated that:

"The main infrastructure of tourism is in the form of hotels, restaurants, travel agencies and guides. We as the coach of Dispar alone can only provide guidance and supervision to hotel entrepreneurs, restaurants to improve their facilities and quality of service for their customers ". (interview with Luhur Sejati, Head of Disporbudpar of Blitar district, 6 October 2017).

The same thing is also said by Puji Hartini, that the main infrastructure of tourism is the aspect of ease of transportation, accommodation and resources that exist especially in Serang Beach attractions. In addition, Disporbudpar Blitar District conducts guidance and supervision to lodging entrepreneurs, restaurants in improving facilities and service quality.

'But the means of tourism are not only these three things, but also souvenir stalls, health facilities, banking as a means for finance and much more of course that must be improved even better "

(interview with M. Rifai, Head of Tourism Marketing and Creative Economy, dated 4 October 2017)

From the interviews above can be indicate that there are additional facilities such as souvenir kiosks, health facilities, banking and many more which all provide convenience to tourists. With the ease and convenience provided to tourists is expected to increase the level of tourist visits in Blitar, especially in Serang beach attractions. It is also necessary to note the coordination between agencies as in the following interview:

‘You see. In the case of our facilities, Disporbudpar Blitar District coordinates with Kimpraswil who has authority in road construction, with the actors in tourism objects such as innkeeper, restaurant and travel agency "  
(interviewing Eny Indaryanti, Tourism Business Development Section, October 6, 2017)

Based on information from the Head of Sports, Culture and Tourism and some of the staff above, it is known that tourism development program in Blitar district is being maximized. Known in Blitar district has a lot of tourism potential beside Serang beach that can be relied upon, it is expected that Serang beach potential and other attractions in Serang district can contribute maximally in relation of economy and tourist visits increase.

In implementation of Blitar district government impose entrance fees by placing employees at the entrance of Serang beach tourism. The withdrawal of this levy is expected to be the original revenue of the regency area which also will be returned for the development of facilities at Serang beach. This was stated in the interview as follows:

"We have placed four (4) people from the district government who have the duty to guard the area, to maintain the security, to safeguard the coastal security and to attract the retribution, currently only managed by the regional government, no 5 th of 2015 on business service restriction, now cooperation with Department of Forestry and the Serang village in

management. At this time again the process of making an agreement "(Interview Arinal Huda, Head of development of tourism business destination Pemkab Blitar, dated August 12, 2017)

The management of the withdrawal of retribution to enter Serang Beach Area is done in cooperation with local people, as many as 4 (four) citizens are recruited as the collector of retribusi collector. The withdrawal of the restoration into Serang Beach Area begins in mid-December 2016, at a rate of Rp3,000, (three thousand rupiahs). The target that wanted to be achieved by Disporbudpar is to introduce tourism potential expressed as follows:

Our target is the number of tourist visit and local revenue will be increase and we also want to reach foreign tourists.

(interviewing Puji Hartini Section Data Analysis, Marketing Strategy and Tourism Cooperation, dated 16 August 2017)

Supported by Eny Indaryanti and M. Rifai who said that the target that wanted to be achieved by the Department of Tourism, Sports and Culture Blitar is high number of tourist visits and the revenue can be increase too of the original district of Blitar. So the Blitar district government is now seeking the fund from both investors and from the withdrawal of user charges.

While from village government gave opinion as follows:

"from our village administration, they only facilitate the support of capacity-building events ... direct funding from villages (study banding, training, SMEs) and so on" (Interview of Serang Village Head, Dwi Handoko, 21 August 2017)

From the interview above it can be stated that Blitar district government is very serious in handling Serang beach tourism object. As for the further development of District Government and village administration described the development program of Serang beach attractions conducted by the government are as follows:

a. Improve Facilities and Infrastructure

In improving the existing infrastructure facilities in Serang beach tourism object, the government (Department of Sports, Culture and Tourism) have made infrastructure facilities. One of them is the arts and culture stage, but there are

also facilities and infrastructures that only need improvement. There are several strategies undertaken described in the following interview:

"the development of physical destinations (facilities and infrastructure) currently (this year) is in the progress of making study / preparation of master plan of coastal tourism area at Serang and DED (detailed engineer design) hopefully next year we can start to build the physical development gradually ex: parking area, mushola, toilets with customized standards. Next year other facilities like roads, sidewalks and arrangement of stalls will be build according to the masterplan. Empowerment of local community examples of guidance to pok darwis (group of tourism awareness) business actors food merchants, souvenir merchants. Pok darwis already imposed including socialization of healthy life "(Interviewing Arinal Huda, Head of tourism business development of Blitar regency, dated August 12, 2017)

"But there is no investor who interested in developing tourism facilities here. May be we need to convince the investor that it is promising here. (Interviewing of Serang Village Head, Dwi Handoko, 21 August 2017)

From the interview above it can be pointed out that the Blitar district government is very serious in handling Serang beach attractions. Meanwhile, to establish cooperation with the investor, they haven't find the right partner yet. Even there is no insurance investor who is willing to cooperate with the Government of Blitar district to cover the insurance of visitors through the entrance fee. Here will explain the development of the availability of facilities and infrastructure Serang beach attractions conducted by the government are as follows:

#### 1) Access Road

In visitor's opinion, the road access to Serang Beach still untouched by the government, it is severe and difficult to pass by the vehicle. The road access is derived from the community's gotong royong. Simplified roads were built as a

road to the tourist and the path to transport agricultural produce. The road that is often passed by this truck is not feasible and slippery after the rain. So that is difficult for visitors who want to go to the beach. However, there are opinions that suggest that roads remain that way like off road. Tourism infrastructure is all facilities that enable the infrastructure of tourism to live and develop and can provide services to tourists to get the needs of tourists which are diverse. The facilities and infrastructure of Serang Beach is only a small gazebo for a short break and a wooden bench. There is no place for praying, public bathrooms, inns, or food stalls (just a meatball trader who often sells there). The provided facilities are the improvement and construction of facilities of a comfortable and good infrastructure so that visitors will easier to find various activities later.

" many roads are broke. Parking area is still in the local communities' land, local government hasn't put the parking area here. Please Mr. Handoko (village head) to give attention to this issue: there is no tax for the stalls, no taxes it means illegal. Every day, the stall cleaners give 10-15rb. There is motor Tosa from the district government, while the village government gave the cart for garbage push "(Interviewing the owner of the stall around the beach, Suko, dated August 22, 2017)

From the interview above shows that the road access to Serang beach area is much damaged, while other facilities are still need a lot of improvement. Implementation of the development of road access facilities that can be done Local Government and local communities to develop tourism potential in the region Serang become an area that corresponding to the criteria as a tourist attraction that much in demand. Improving road access is important for tourists to become a consideration in doing a holiday trip. Revamping the access road is needed to facilitate tourists who want to visit. Inadequate road conditions and

remote tourist attractions can be the reason why Serang is not too crowded. The need to repair roads to other nearby attractions such as the Tomb of Bung Karno, Penataran Temple, and other Serang Beach area certainly can increase the attention of tourists so they can be interested to visit other tourist attractions Serang.

## 2) Public facilities

Facilities and infrastructure such as public bathrooms are so simple, but it would be very profitable if managed well to increase the profit greater than visitors who are recreating to the beach. After the move from the beach, most visitors will find a bathroom to clean the body, or just urinate. In order to obtain greater benefits, need to build a comfortable and strategic bathroom to support more interesting tourism as an effort to provide maximum service to visitors.

From the village government Serang itself also provides information in the development of Tourism on Serang Beach. This is explained by the Village Head of Serang as follows:

"The development of Serang beach tourism, we bring development in the village regulation in legal aspect, and we invite the community participation and wishing of empowering the society towards tourism, for example the creation of charms, the fulfillment of economic facilities of culinary stalls and forming tourism awareness groups and tourism working groups "(Interviewing Serang Village Head, Dwi Handoko, dated 21 August 2017)

From the interview above shows that beside the Blitar district government, the village government of Serang also made several policies that include development in village regulations in legal terms. So that tourism development is become development priorities. This legal aspect can be included in the Musrenbang of Serang village. Furthermore, the village government of Serang seeks to empower the community towards tourism by engaging the community and involving them directly in the tourism actors. While the opposite opinion came from the community



itself. They said provides input from the government has not been maximized in developing the Serang beach. Here's the interview:

"there is no port, fishermen's small boat, modern fish catching (nets, fishing rods), there is one area become a food trader in the Serang beach, no taxes from the government, if at any time there is buildings constructions, they have to be ready to be evicted" (Interviewing coastal villagers, Riono, 22 August 2017)

From the interview above it is known that the community gives an assessment that the government has not been maximized in developing tourism in Serang Beach. The location where is a little far from the settlement make this place has minim facilities. There is no such place as praying place, so that the place of praying also needs to be built with a strategic location and not too far from the tourist attractions. This will be easier for visitors to pray. The availability of rest area can be support the needs of tourists to rest. Simple places to take rest like the gazebo can be used to relax while enjoying the panorama. Levy and parking the retribution will certainly increase the regional revenue which is the main objective for local government in developing a tourist attraction. Adding parking space, not only to curb the vehicle, but also become another income for the region.

The explanation from the village government of Serang gives the following statement :

"There is no infrastructure development yet. Serang beach was developed before the year 2000 under the department of forestry. After 2000 villagers and communities were managed for 2 years, 2002 was taken over by local government, from the concept of village and community development started in 2014. Facilities at tourist sites already has home stay by the house of citizens, culinary stalls souvenirs. (Interviewing Serang Village Head, Dwi Handoko, dated August 21, 2017)

"the citizens involved is the people around / that is the entrance ticket guard since year 2002), the economy is increasing, there are many people who selling, many stalls, fishermen, fish auction (tuna fish, nemeru fish

solok fish, etc.), farmers, traders, shrimp "(Interviewing coastal residents, Anang Cholifin, dated August 21, 2017)

### 3) Supporting facilities

The increasing need for recreation and many families trying to have a vacation in open nature, city tour that has been often done could be one promising reason for camping business that can be done in this Serang Beach. The wide land around the coast also supports the establishment of camping areas, this activity allows parents to take their children to do physical activity, take fresh air, and also recognize the diversity of nature.

Bike rental is quite popular nowadays. Visitors who want to enjoy the natural scenery and visit other beaches around Serang Beach, fishing area, and other destinations, they can easily moving their vehicles or walking. Breath of fresh air and cycling around Serang could be a special attraction for tourists. Boat rentals around the beautiful islands as well as offering marine ecosystems in Serang become the choice that will become a great demand. Tour around Serang Beach area will be a travel experience that serves natural beaches, oceans, and marine life is captivating.

Water sports facilities are expected to be modern equipment such as speedboats, diving, snorkeling, surfing and others certainly increase the interest of tourists. This facility is not yet available at Serang Beach. While surfing activity should be considered to the beach wave at that time. Serang is a south beach which has a large wave, this activity needs the expert people who are professional. For the implementation of turtle breeding conducted interview as follows:

"turtle breeding is sporadic (cannot be scheduled to wait for turtles to lay eggs) managed by the village since 2014 there has been a turtle-releasing event, funding turtle breeding from the people around" (Interviewing Serang Village Head, Dwi Handoko, 21 August 2017)

From interview above, turtle breeding is done periodically. The turtles found in Serang can be preserved with the construction of turtle breeding. In addition to preserving the turtles, it can also attract foreign and local tourists. Visitors can learn how to breed turtles, feed the turtles, and interact directly with the turtles. The release of turtles will be a thing eagerly awaited by tourists so tourists will be curious to watch and do themselves for the release activities of these turtles.

Lodging. For the future can be built a strategic and profitable lodging. Facilities will be the reference of tourists in choosing lodging. However, lodging with affordable prices and simple facilities just more attractive. Ideally, the efforts undertaken to develop the hotel facilities in Blitar Regency include: Study of Tourism Development District by improving facilities and infrastructure facilities in Blitar Regency in accordance with market interest, Improving the quality of human resources (HR) servants, improve the quality of service business services hospitality by providing a sense of security, peace, comfort, and calm to the tourists / guests who come, provide a legal device for the policy of accommodation facilities business activities in providing legal protection and tranquility hotel business activities to the public in accordance with applicable laws and regulations of hotel operation business operation permit.

Culinary. Typical Locations Culinary businesses always have more opportunities, whether in industrial areas, mining, airports and in slums. If in such places have a chance, certainly in the tourist area will be more likely. Local people can sell a variety of snacks, it would be better if the culinary business that was built to provide a variety of local specialties or foods with the theme of fresh seafood. However, it becomes relative, what is estimated to be potentially salable. Culinary business like snacks typical of the local area is also quite attractive.

The efforts to improve the restaurant are: Improving the quality of human resources of the restaurant waiter by giving a distinctive feature in each restaurant with special menus, improving the business services of the means of a restaurant by giving a sense of security, comfort, and calm to the guests, providing legal tools for the business of accommodation facilities in providing legal protection and tranquility in conducting business activities to the restaurant community in accordance with applicable legislation and Law enforcement permit restaurant business.

Souvenir. Traveling to a place will be very meaningless if you do not buy something that characterizes the place you visited. That is why a souvenir business is very common in the area near the tourist attractions. Some of the best-selling souvenirs are local handicrafts, t-shirts or dresses that are patterned or pictured with local attractions. With the creative industry on the beach like Serang can improve the economy and labor used.

Souvenir for a tourist area has an important role in the development of tourism. Along with the development of tourism in Blitar district souvenir business growing the number of its variety. Souvenir business has economic value for the population of Blitar in general, because beside to increase their income, souvenir gifts can also be employment, especially for the community around the attractions.

Small industries in Blitar Regency produce souvenirs as follows: Marble / onyx Craft in District of Srengat (road to Serang beach), Embroidery and convection in District Bakung, Batik in District Kademangan, Slick Jenang in District Bakung, fiber Handicraft in Kanigoro Sub-district, Geti in Wonotirto Sub-district and Craft Weaving in Blitar district. Types of souvenirs are usually also available at the location of attractions and kiosks that provide souvenirs.

#### 4) Serang Beach Promotion

Implementation of Serang beach tourism promotion program conducted by Disporbudpar is the publication of Booklet Profile object and tourist attraction of Blitar district, it is a step forward to improve the promotion and information of Blitar district. In the process of development of Serang beach attractions, promotion is one of the main things to promote the development of tourism. In supporting the development of Serang beach tourism object, the government conducted a promotion through published in booklet, leaflet, brochure and guidebook. These materials are printed in accordance with the needs of pre-planned tourism promotion. In addition promotions are given in the form of direction and training to the association under the Department of

Sports, Culture and Tourism or related parties which later can be continued with explanations to tourists by the parties who received the training before, because not all can be in the form of tourism promotion materials and also all the information contained in the promotional materials. The explanation from Serang village government regarding the promotion that has been done is as follows:

"promotion aspect to carry out events and activities for promotion, promotion through radio, media social, print media, banners, for example: - 2x festival attacks are held in 2015, 2016 every September – East Java kite festival - sand sculpture festival - jazz beach - traditional ceremony Larung offerings of one Suro (existing cultural custom). (Interviewing Serang Village Head, Dwi Handoko, dated August 21, 2017)

The strategy used in introducing tourism potential by Disporbudpar Blitar Regency such as interview as follows:

"First is to make papers such as: -Press Tour, -press release or invite journalists to visit the attractions, -Inviting reporters at events held by Disporbudpar, - Make VCD attractions that will be aired on TV, currently JTV and cooperate with print media (Radar Blitar, Jawa Pos, online media), Electronic Media: Radio (Radio Losta FM Radio Istana FM, RadioPatri and Radio Persada) and cooperate with Indosat about tourist info Blitar through broadcast, making brochures and calendars annually " (interviewing Eny Indaryanti Tourism Business Development Section, October 6, 2017)

From the interview above shows that the strategy to achieve these goals by using the potential of existing media in Blitar District. This method is considered effective in developing and as a promotional media for tourism in Blitar district.

While the interview below shows that Disporbudpar Blitar Regency always establish cooperation with the media in developing and promoting tourism object in Blitar Regency.

"Our promotion strategy is to follow tourism exhibition events at both the regional, provincial and national levels. With the booth displayed can provide information on our attractions especially Serang Beach".

(Interviewing Puji Hartini Data Analysis Section, Marketing Strategy and Tourism Cooperation, dated 16 August 2017)

The same thing is also said by M. Rifai, that the effective strategy done by Disporbudpar Blitar Regency is to follow tourism exhibition events booth at the regional, provincial and national level. With the booth displayed can provide information on our attractions especially Serang Beach. With the event not only become an annual agenda on Disporbudpar Blitar Regency but also become an effective promotional strategy in introducing the leading attractions in Blitar.

From the interview above the promotion can be done by make an electronic visualization such as videos, exhibitions, seminars, websites and others. For the film is usually played or shown on certain occasions that usually aims to describe the attractions of Blitar District and its culture so that it is expected to affect tourists to visit. While the exhibition is usually do in the areas that are usually become the gateway of tourist arrivals, and expected areas that serve as a place of exhibition will give reciprocity by visiting also the tourist attraction in Blitar district. In addition, promotional program materials are also sent to tour operators (information centers) of existing regions in Indonesia, also sent to embassies in Indonesia. And also to the tourism department and therein all the tourism promotion publications every region in Indonesia is collected and then sent to countries whose potential tourists. In an integrated promotional cooperation involving stakeholders, namely government, private, and the community because of their interest in increasing tourist visits.

In this case the Department of Sports, Culture and Tourism as a media that creates opportunities of tourist's visits to Serang beach attractions and after the arrival of tourists to Blitar district then the stake holder itself who has role to play. Because tourists who come are buyers and meet sellers and buyers who spend their money in Blitar district. In addition, tourists also come because they want to learn or other purposes.

Implementation of Serang beach tourism promotion program made by Disporbudpar is by publishing The Booklet Profile object and tourist attraction of Blitar regency, is a step forward to improve the promotion and information of Blitar district. Not only that, the promotion of kite festival is also done by local government (Sports, Culture and Tourism Department). This festival aims to show the natural beauty of Serang beach attractions that are still natural and beautiful to the world also its culture that is still very inherent in the daily life of the people in Blitar district. In the promotion of these kites, the local government involves the community in its implementation. It can be seen that the local government (Sports, Culture and Tourism Department) not only promotes the beauty of nature but also the culture of Blitar Regency.

If the development of tourism in Blitar Regency as an industry that brings benefits, especially in terms of economic so that the development of the world of tourism can bring a broad impact for development and prosperity of society. In line with this, this research and writing would like to see a tourism development program packaged that prepared by the government of



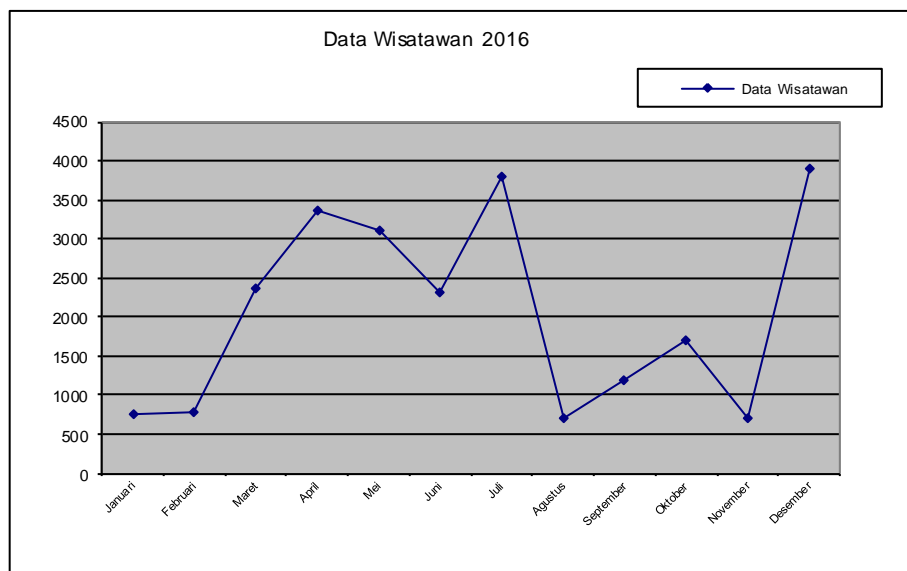
Blitar Regency (Sports, Culture and Tourism Department) that be able to improve the progress of tourism in visit and garner the interest of domestic and foreign tourists.

Table 2  
Data of Serang beach visitors in 2016

No	Month	Number of visitors
1	January	767
2	February	768
3	March	2367
4	April	3367
5	May	3100
6	Juny	2321
7	July	3800
8	Agust	700
9	September	1200
10	October	1700
11	November	700
12	December	3901

Source: Blitar District Tourism Office

Graph 4.1  
Traveler Reviews On Serang Beach in 2016



Source: Blitar District Tourism Office (Processed Data)

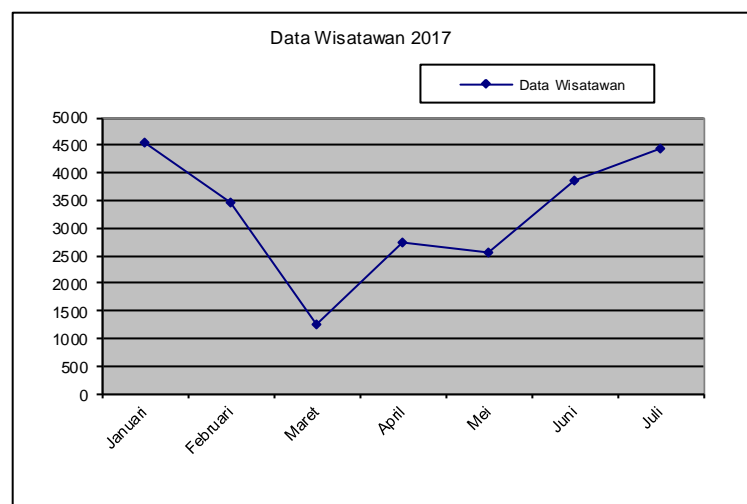
The graph above shows that the number of visitors fluctuated in each month in 2016. In the graph shows in December 2016 occupies the highest number of tourists visiting as many as 3901 people. This may be because there is a New Year celebration in December so tourists visiting the Serang beach rise significantly. While the number of visitors decrease in August and November 2016 with only 700 visitors.

Table 3  
Serang beach visitors data of 2017

No	Month	Number of visitors
1	January	4550
2	February	3451
3	March	1232
4	April	2750
5	May	2565
6	June	3875
7	July	4430

Source: Blitar District Tourism Office

Graph 4.2  
Traveler Reviews On Serang Beach 2017



Source: Blitar District Tourism Office (Processed Data)

The graph above shows that the number of visitors fluctuated in each month in 2017 but only until in July. While for August has not been verified. On the chart shows in January 2017 occupies the highest number of tourists visiting that is 4550 people. While in March 2017 is the month with the lowest number of tourists visiting that is 1,232 people. Only in 2017 that seen from the number of tourists visiting the initial 6 months showed an increase when compared with the year 2016. This is an encouraging increase and must be maintained of course, so that automatically gives impact to the increase in income and community redistribution area.

## **2. Factors that influencing the development of the tourism sector in Serang**

### **District's natural tourist attraction in Panggungrejo, Blitar District**

#### **a. Supporting Factors**

Characteristics of Serang beach attractions can be said still have not done yet as a good repair for the tourist destinations' magnitude. Where the facilities and infrastructure that exist in Serang Beach is very minimal. In terms of infrastructure, the author sees only an arts and cultural stage and some places to relax for tourists, and repaired damaged infrastructure. When the author asked the government's opinion about the development of tourism in Blitar district, especially in Serang Beach is not going well. Here are the results of interviews conducted with the Head of tourism business development of Blitar regency as follows:

"One of the obstacles why tourism development is not going well, especially at Serang beach ... ee ... aused by the allocation of funds from

the local government for tourism is very minimal so that the disporbudpar ... in this case the executor ... has difficulties in running the program which will be developed. This is also the case here ... So our hope can be hold by the investors in this case the private sector to be part, it's our hope mas .. "(Interview Arinal Huda, Head of Development of Tourism Business Destinations Blitar regency, dated August 12, 2017)

From the interviews above shows that the Blitar district government is experiencing obstacles in funding in the development of tourism especially in Serang Beach. The development is expected to be phased from the revamping of the road infrastructure sector, road guidance, the addition of public facilities to the program activities to attract tourists to visit. Although if viewed from the visits of tourists who come to Blitar regency both foreign tourists and archipelago each year also experienced an increase as seen in the table below:

Table 4  
Number of Tourist Visits Abroad and Archipelago  
From 2011-2014

Year Number	Year Number of Visits	Year Number of Visits
2011	9.940	1.128
2012	11.328	1.842
2013	15.141	2.587
2014	18.362	4.202

Source: Department of Sports, Culture and Tourism of Blitar Regency, 2017

With the reasons above, this study wanted to know how far the achievement of a program of coastal development Serang has been undertaken by the Department of culture and tourism Serang regency. So far from this study, the authors want to see whether the local tourists ever been here previously before the implementation of the kite event and sand sculpture festivals.

Festival kite, came to travel in Blitar district as respondents in this study feel the development of local government seen in Serang beach attractions. Here are the

results of interviews conducted by the author as a foundation to determine whether the development of the program Department of Sports, Culture and Tourism is running. For the budget problem, especially in the field of development and tourism development is still lacking. So according to the head of development and production budget, for next, there should be a promotion of tourism again so that tourism development programs can run maximally.

In doing promotion to be effective there needs to be promotion mix, that is optimal combination for various kinds of activity or selection of type in promotion activity most effective in increasing sales. There are five types of promotional activities, among others: (Kotler, 2001:98-100)

- 1) Advertising, namely non-personal promotional form by using various media intended to stimulate purchases.
- 2) Personal Selling, is a personalized promotional form with an oral presentation in a conversation with a potential buyer aimed at stimulating purchases.
- 3) Publicity, namely a form of non-personal promotion of, service or a particular business entity by way of reviewing information / news about it (generally scientific).
- 4) Sales promotion, namely a form of promotion outside the above three forms intended to stimulate purchases.
- 5) Direct marketing, is a form of individual sales directly aimed at influencing consumer purchases.

From the description, it can be concluded that the promotion in tourism is a one-way flow of information that is made to direct the prospective tourist or

tourism business institutions to actions that can create an exchange (sale) in the marketing of tourism products. Based on the description, it appears that promotion in tourism marketing acts as a supporter of the transaction, informing, persuading, reminding and distinguishing tourism products promoted by other tourism products of the company.

The role and function of each stakeholder is:

- 1) The Government in accordance with its duties and authorities functions as policy makers and programs to support the implementation of tourism development.
- 2) Private serves as developer and or executor of development of tourism activities.
- 3) Communities with resources owned, whether in the form of custom wealth, tradition, and culture and capacity, acting as host and actors of tourism development.

There are many strategies to be considered in the development of tourism. As an example of tourism promotion, development of facilities and infrastructure. The role of stakeholders is also important in developing a tourist area.

For official hours only limited to the afternoon, but for cottage users have more rights at that location. The area is a tourist area so the place is not intended as a place of out bond or official event, but only as a place of travel. Assumptions on Serang Beach tourism are: Development is intended for the general public, so any party can use the sights and various facilities that exist in that location. The development of Serang Beach tourism development is assumed to be able to fulfill

the tourism needs for long period of long time ( $\pm$  20 years). For ownership of Serang beach attractions is assumed to be owned by the local government of Blitar regency.

From the reasons above then this study wanted to know the extent to which the achievement of a Serang beach development program conducted by the Department of Sport Culture and Tourism Blitar regency so far from this study, the authors wanted to know the opinions about the desire to come to visit the beach Serang.

"I came to Serang beach because I was interested to, because I heard that Serang beach's beauty is still very natural. Also the tourist objects in Blitar distance just adjacent so it makes it easier for me to visit it "

(Interviewing Budi Prayitno, Serang Beach Tourist, on September 16, 2017)

"I am interested to revisit Serang beach attractions because the of its beautiful sea tour and it has its own specialties with the beauty that is still natural".

(Interviewing Erwin, Serang Beach Tourist, on September 16, 2017)

From the discourse above, then for the development of Serang beach tourism will be realized tourist area equipped with adequate facilities and infrastructure with the holding of tourism facilities both on the beach area and also on the land area of Serang Beach tourism. And there are some other facilities as supporters who will make tourists feel more comfortable when traveling at that location. Suppose such as cottage facilities, shops, cafes, restaurants, and other places that should be on the beach. In addition to the facilities area, the procurement of activities that can be enjoyed by tourists at night later will also be created to enliven the atmosphere of the night for tourists who stay.

This can be proved by the emergence of small and medium-sized businesses conducted by communities around Serang beach. Previously people who are around the attractions of Serang beach dominated by a profession as a source of livelihood that is only done by the head of the household only. But since Serang beach tourism more and more visited by tourists, the search for the public around the wider reaches the field of buying and selling, perbengkelan, and tourist services. Even housewives can now help heads of households to improve their economy. While the economic impacts that arise with the attractions of Serang beach attractions are as follows:

1) Occupation of employment

The existence of Serang beach attractions cannot be more denied that has contributed a big one place that is able to absorb the workforce in the implementation of its business. Before the establishment of Serang Beach attractions, it is known that the source of livelihood in the area is quite limited in the sense of the word only one type of work and that only done by the head of the family only.

Likewise, with their graduating children completing their studies, it is very difficult to get more work for their children who graduated from junior high school and senior high school. This makes them very difficult to get a job. So not a few of them have to find jobs in other areas with considerable accommodation costs so that their monthly salary can be simply for transport, eat, and pay for boarding during their work.



In addition to having job in other areas, there are also children who help their parents to farm and goat breeding, not even a few productive teenagers have to be unemployed because their difficulty in finding a job while they do not have agricultural land. The existence of attractions Serang beach is felt very helpful for the local community, especially in the creation of employment, especially for entrepreneurs serving the needs of tourists who come at Serang beach attractions.

## 2) Creation of SMEs / business opportunities

The existence of Serang beach attractions has another wider impact to increase income and reduce unemployment, because in addition to being able to absorb labor or provide jobs in the presence of Serang Beach is able to encourage the surrounding community to innovate and create creative business opportunities and even create self-employment through the businesses they founded in which the business they established is not only their own who manage it but there are also businesses that they founded it operate with the help of several employees. Various tourist facilities that must be provided in tourist destinations are hotels, travel agencies, transportation, restaurants and the number of restaurants and other supporting facilities. Not all attractions need the same or complete facilities. Procurement of tourism facilities should be tailored to the needs of tourists. The efforts created by Serang Beach attractions in the area in general among others:

### (a) Opening a restaurant to eat grilled fish and drinks

The more tourists who come in Serang Beach, then the atmosphere around the coast turned into a very crowded visited by tourists, both

coming from the area itself or from outside the region. With the tourists who come to tour at Serang beach attractions indirectly impacted the number of trade efforts that appear in Serang beach area as more and more needs required by the tourists.

The trading activities undertaken by the surrounding community Serang beach attractions are very varied among the many culinary stalls that provide various foods such as grilled fish, chicken noodles, meatballs, and various drinks or soft drinks in addition to stalls selling snacks or snacks communities around the attractions Serang Beach also provides stalls that provide various kinds of sea fish catches of various types to meet the needs of the tourists who like fish.

In addition to culinary trade, local people also have a trade souvenirs, toys, asongan, fruit, snack shop and some even open a grocery store. This type of business activity is chosen by the surrounding community because it is considered very effective in contributing to the increase of their income, based on the results of interviews that the author do in depth, the very basic reason why they choose the type of business trading due to the needs of tourists is very large food and drink, other than that trading activities can not only be done by the father or the man but the mothers or women can do business activities trading, so that the mothers who originally only work as housewives can now have their own income from business activities such trade their domestic progeny

increased not only from father as head of household but also from mother as housewife.

(b) Service Provider

Another type of business field selected by the people around Serang Beach is the provision of services, until now business activities in the field of services are still considered to be beneficial for the people around Serang Beach on the grounds that business services do not require large capital and do not have big enough risk can provide enormous profits. Types of business activities undertaken by the surrounding community in providing services such as motorcycles, photographs, fishing equipment rental, workshop and there are also catering service providers for tourists who want to create an event at Serang beach attractions.

Type of business undertaken by the community that can be categorized as a service, among others;

- (1) Public bathroom services, tourists visiting the Serang Beach attractions need clean bathrooms and toilets.
- (2) Photo services, provided for those who want to capture the moment of the beautiful moment when traveling to Serang Beach attractions with their family or the nearest person they love although communication tools such as handphone has been more sophisticated and equipped with high resolution camera features but business provider photos on Serang beach attractions still exist especially in the school holiday season and when there are events held in place.

- (3) Fishing equipment rental service, this business arises because Serang Beach provides an interesting spot for visitors who have a hobby of fishing, but the problem is not all visitors come with a fishing pole with the reason too much trouble, and hire fishing equipment in the location of the tour is a very solution good for them.
- (4) Motorcycle taxi service, not all tourists who visit Serang Beach attractions using private vehicles so they need ojek transportation to go to the location after they get off the public transport.
- (5) Workshop services providing tar or wheel tire service for light service
- (6) Culinary services for visitors who want to hold an event at Serang Beach attractions.

In addition to providing employment to the surrounding community, the Serang beach tourism object also involves the local community to take an active role and innovate to create small and medium business SMEs to meet the additional needs for tourists that are not provided by Serang beach attractions, this means that the surrounding community will have income addition of the effort they do. According to Yoeti (1996: 186), infrastructure is all facilities that process the economy runs smoothly in such a way that can facilitate human to be able to meet their needs. In accordance with this understanding, tourism infrastructure can be summed up as all facilities that allow for tourist facilities can develop and provide convenience or good service for tourists.

The efforts made by surrounding communities include the first sale and purchase, as for the sale is the opening of opportunities for people to open food stalls, snacks / souvenirs, and various souvenirs. Both business services, as for the service business undertaken by surrounding communities include motorcycle taxis, fishing equipment rental, photos, boat rentals, scooters and cyclist scooter rental. As previously mentioned, business activities arising from tourism in Serang Beach Tourism are dominated by business activities in the form of services both inside and outside Serang Beach itself. Facilities and products provided by Serang Beach attractions that are beneficial (Services) from each such facility play rides, is a facility that provides various forms of games for tourists like outbound, fishing pond and scooters. Relax place is a facility that provides a place for tourists to rest and pamper themselves after being tired and weary in their work and activities such as gazebo and shelter.

**b. Obstacle factor**

The inhibiting factor in the development of tourism sector in Serang Beach Panggungrejo District Blitar Regency is the quality of human resources. Where the quality of human resources in Serang beach area looks not ready to become a tourist actors. This can be seen from not yet able to catch the business opportunity that exist in Serang Beach attractions. The quality of human resources can be measured in the role and intelligence in capturing opportunities by providing supporting facilities and infrastructure in meeting the needs of tourists.

Tourist infrastructure is a natural resource and man-made resources that are absolutely needed by tourists on their way in tourist destinations, such as roads, electricity, water, telecommunications, terminals, bridges, and others (Suwantoro, 2004: 21). For the readiness of tourist objects that will be visited by tourists in tourist destinations, tourist infrastructure needs to be built in accordance with the location and condition of the object concerned. The development of tourism infrastructure considering the condition and location will increase accessibility a tourist attraction which in turn will be able to increase the attraction of the tourist attraction itself. In addition to the various needs mentioned above, other tourist needs also need to be provided in tourist destinations, such as banks, pharmacies, hospitals, gas stations, shopping centers, barbers, and so on. In carrying out the development of tourism infrastructure required steady coordination between related agencies along with tourism agencies in various levels. Support of related institutions in developing tourism infrastructure is indispensable for tourism development in the region. Coordination at the planning level followed by coordination at the implementation level is the main capital for successful tourism development.

According to Yoeti (2008: 186), infrastructure is all facilities that process the economy runs smoothly in such a way that can facilitate humans to be able to meet their needs. In accordance with this understanding, tourism infrastructure can be summed up as all facilities that allow for tourist facilities can develop and provide convenience or good service for tourists. As for which is included in the tourism infrastructure is:

- 1) Economic Infrastructure, which includes transportation, communications, banking system, and belonging to utility groups, such as electricity and water sources.
- 2) Social infrastructure, as a supporter of tourism activities such as health services, officers who directly serve tourists, guides, safety factors, etc..

In addition, existing supporting facilities such as lodging, hotels, cafes, restaurants and others make the city of Blitar increasingly has the potential to advance the tourist area. Many star hotels that have been deserved serve as a resting place for visitors, especially from outside the city, province, and even foreign tours if traveling at tourist attractions in Blitar. Here is a table of some of the list of hotels in Blitar.

Table 5  
List of Hotels in Blitar

No.	Hotel Name	Location	Classification of Levels	Number of rooms
1.	Hotel Saptra Mandala	City of Blitar	5 star	58
2.	Hotel Tugu Sri Lestari	City of Blitar	5 star	54
3.	Hotel Patria Plaza	City of Blitar	4 star	50
4.	Hotel Maerokoco	City of Blitar	4 star	30
5	Hotel Blitar Indah	City of Blitar	4 star	40
6.	Hotel Budi Manis	City of Blitar	4 star	46
7.	Hotel Sri Rejeki	City of Blitar	4 star	46
8.	Hotel Puri Perdana	City of Blitar	3 star	56
9.	Hotel Herlingga	City of Blitar	3 star	42
10.	Hotel Retno	City of Blitar	3 star	34
11.	Hotel Santoso	City of Blitar	3 star	42
12.	Hotel Cemara Indah	City of Blitar	3 star	52
13.	Hotel Rahayu	City of Blitar	2 star	55
14.	Hotel Sasono Mulyo	City of Blitar	2 star	46
15.	Hotel P. Anggar Manik	City of Blitar	2 star	46

Source: [infohotel.blogspot.com](http://infohotel.blogspot.com)

The existence of the hotel facilities enthusiasts of tourism that will come to the tourist attractions in the Blitar area will be higher. Because when traveling in Blitar the tourists will not feel confused again in finding a place to stay for a while on a trip. Thus the development of natural potentials such as Serang beach tourism that has a tourist attraction sourced from the natural beauty and environmental order will get a positive influence if implemented.

### **C. Discussion**

#### **1. Implementation of coastal tourism sector development Serang District Panggungrejo Blitar regency**

##### **a. Planning stage of development of tourism sector in Serang beach, Panggungrejo sub-district, Blitar regency.**

Along with the ongoing development of the South East Java Region, Blitar district, rich in natural attractions and attractions, will have a direct impact on changing conditions. Improving the quality of road infrastructure and other access will greatly affect the area in Blitar district. Arrangement of a more conceptual tourism area based on the Regional Tourism Development Master Plan will provide more assurance for the business community to play an active role in development in the tourism sector in Blitar. Another investment option that needs to be taken into account is to develop a business that supports the activities of the tourism sector.

Planning (planning) is a decision-making process that concerns the future of a destination or attraction. Planning is a dynamic process to set goals, be



systematic in achieving the goals to be achieved, is the implementation of various alternative options and evaluation whether the choice is successful. The planning process describes an environment that includes elements: political, physical, social, cultural and economic, as interrelated and interdependent components or elements that require consideration (Paturusi, 2001). Planning is a process of formulating actions in which the action is described in a goal (short, medium term, and long term) based on limited physical, economic, social, cultural and energy capabilities.

In addition to a plan, a tourism destination should have a concept of tourism development so that between planning and development processes go hand in hand towards an ideal destination tourism destination. In the concept of tourism destination development is also very related in the life of the community or the area because it will improve the economic life of the community or the income of a particular region (PAD). Development of tourism area is inseparable from the existence of a policy made by the Government and the private sector that cooperates to build and manage tourist attractions as a tourist attraction that aims to attract the attention of tourists. Tourism development is an effort undertaken an area to increase the role of tourism activities with the intent and purpose that must remain within the framework of neighborhood and hamlet, an area so that the end result is the welfare of the whole community, especially the local community and the object of development should have a positive impact for life and the livelihood of society as a whole does not cause and complicate the emergence of a problem or problem that society must face in the future. According to Soekadijo (2006) the

purpose of tourism development is to encourage the development of several sectors, among others: to change or create new businesses related to tourism services, expand the local goods market, give positive impact on labor and accelerate the circulation economy in the business of a tourist destination area will thus enlarge the multiplier effect. Thus a planning and development of tourist destinations must go hand in hand and in accordance with the corridor planning and development of tourism that aims for the common interest, especially the local community of tourist destinations.

The Regional Tourism Development Master Plan is set forth in the Medium Term Development Plan (RPJM) prepared by Disporbudpar of Blitar Regency. From the proposed programs it was proposed to Blitar Regency Government. Blitar District Government sorting and budgeting in APBD is based on requirement in development of Serang beach tourism object. The planning stages are then continued in the tourism development process in Blitar district. The costs incurred from the implementation of this decision are charged to the Regional Budget (APBD) of Blitar Regency for budget in 2014 through budget execution document (DPA) of the Department of Sports, Culture and Tourism of Blitar Regency fiscal year 2015. In the stages of budget discussions in tourism development, local government (Sport, Culture and Tourism Department) performs several stages of consultation of APBD to the community through Disporbudpar and DPRD, preparation of responses, corrections and proposals for improvement, formulation and approval of development object tourism and socialization of development planning and development of tourism object.

This is in accordance with the theory of development administration where the tourism planning program outlined in a development plan refers to the various efforts that are organized to implement the programs or related projects in order to achieve the development objectives. Development administration does not mean only as the government's efforts to implement planned programs in order to shape the physical, human and cultural environment, but also means the struggle to improve the ability to carry out various programs (Riggs 1986: 75). Development administration according to Siagan (2002) is the whole process doing of a series of activities that are growth and planned changes to modernity in various aspects of national life in the framework of nation building. Development administration is defined as the process of business control (administration) by the State or government to realize the planned growth in one direction of the situation which is considered better and progress in various aspects of life of the nation (Tjokroamidjojo 1995: 13). So that tourism development planning prepared by Disporbudpar Blitar has been done in accordance with the administrative procedures of development.

**b. Implementation phase of tourism sector development in the natural attractions of Serang Beach, Panggungrejo District, Blitar regency.**

Stages of the implementation of the development of the natural tourism sector Serang beach District Panggungrejo Blitar is applied to increase the number of tourists visiting in this attraction. Things that need to be increased the role of the government of Blitar regency to increase efforts made primarily in improving the quality of access roads to Serang beach attractions. Therefore, the government,

private and community are expected to sit together and can work together to formulate new strategies and policies to increase the attractiveness of Serang Beach attractions. Suwanto (2004: 35) states that in the development of tourism requires capital both from government and from private parties, and requires support from local communities. In some cases the government has limited resources, as mentioned in the weaknesses possessed by the government, namely the limitations of Human Resources, limited facilities and infrastructure and limited funds. Therefore, the private sector has a great opportunity to participate in tourism development. But investment is one of the burdens borne by the private sector, so it is appropriate that investments provided by private parties provide compensation in the form of certain rights. The granting of such specific rights shall not interfere with the interests of others.

The results of the analysis show that strategies that support a policy of growth aggressive strategy in which the organization can take advantage of existing opportunities. Opportunities that are owned is a tourism development system that does not know the time, boundaries and regions, tourist attraction that if managed properly will result in an unlimited source of income, as well as developed tourist attraction can trigger the achievement of community welfare. The opportunities that exist show that in the development of tourism with a variety of appeal cannot be implemented at once and should be implemented in stages. Supported by existing strengths, namely the potential of a beautiful tourist attraction and the community and local governments that support the development of tourism, could be an advantage in developing the object of tourism.

The local government, represented by the Sports and Culture and Tourism Agency, has a choice of appropriate strategy of preparing a coastal development priority list and focusing on its development without abandoning the maintenance of developed beaches. The case of Serang Beach should provide an overview to optimize the role of each stakeholder in the development of coastal tourism, especially the government as policy makers.

The impact of tourism development on the socio-economic conditions of local communities is grouped by Cohen (1984) into eight major groups, namely (1) impact on foreign exchange earnings, (2) impact on community incomes, (3) impact on employment, (4) (5) impacts on community distribution or profitability, (6) impact on ownership and control, (7) impact on development in general and (8) impact on government revenues. The development of tourism industry of an area is very dependent on the number of tourists who come, because it must be supported by an increase in the utilization of Tourism Destination so that the tourism industry will develop well. The country of Indonesia which has beautiful natural scenery is very supportive for the development of tourism industry sector in Indonesia. As an archipelagic country, Indonesia's potential to develop the tourism industry is enormous. Blitar regency is a vigorous area developing the potential of its territory for tourist destinations and attract tourists to visit.

Sightseeing developed in the form of cultural attractions and natural attractions. Most of the tourist attraction located in Blitar Regency is a natural tourist attraction, both land tourist attraction (agro tourism) and marine tourism and beaches. Medium cultural attractions have not been developed and has not

been handled optimally, for example traditional arts. Coastal tourism object by some has not been developed maximally by Government of Blitar Regency considered as business sector which able to increase Local Original Revenue and able to develop business opportunity for society so that will able to reduce unemployment rate. By favoring tourism object, Blitar regency government hopes will be able to increase job opportunity, opportunity and increase Local Revenue. The seriousness of handling the tourism sector and the annual development plan of Blitar regency government.

The steps of tourism development in principle related to the problem: the implementation policy, the determination of the objectives to be achieved, and the determination of ways or methods of use of infrastructure. Strategy is always related to 3 things namely goals, means, and ways. Therefore, the strategy must also be supported by the ability to anticipate opportunities. In carrying out its functions and role in the development of regional tourism, local governments must make various efforts in the development of tourism facilities and infrastructure.

Tourism development by building tourist attraction especially Serang beach is expected to support economic growth can be done by considering some things as follows:

- a. It is necessary to stipulate some regulations that favor the improvement of the quality of tourism services and the sustainability of the tourist environment, not in favor of the interests of certain parties.

- b. Tourism managers should involve the local community. This is important because as a matter of experience in some tourist destinations, if not involving the local community, consequently no economic contribution obtained by surrounding communities.
- c. Promotional activities must be diverse, in addition to the way campaigns and programs Visit Indonesia Year as it has done before. Promotional activities also need to be done by establishing a reliable information system and establishing good cooperation with the information center in other countries especially in potential countries.
- d. Need to determine the tourist destination that has a uniqueness compared with other tourist destinations, especially those that are traditional and nature. Because the present era is a natural and traditional tourist attraction that is targeted by foreign tourists. This area is still widely found outside Java area like in Papua or Kalimantan.
- e. The central government builds cooperation with the private sector and local government, with open, honest and fair system. This cooperation is important because to facilitate professional manager with adequate service quality.
- f. Need to be equitable flow of tourists to all tourist destinations that exist throughout Indonesia.
- g. Invite people around the tourist destination to realize the roles, functions and benefits of tourism as well as to stimulate them to take advantage of the opportunities created for various activities that can benefit economically.

- h. Facilities and infrastructure needed to be well prepared to support the smoothness of tourism. for example with the procurement of road improvements, telephone, internet and shopping centers around the tourist area.

Taking into account some of these inputs may be helpful for tourism providers who can support economic growth. Factors both internal and external, tourism can generate remarkable opinions for an area, especially when managed well.

In connection with the coastal areas that have not been managed by the government or private, it has its own criteria to be processed. The criteria of a coastal area to be managed and invested into it include the availability of basic facilities, namely the availability of clean water and electricity. In addition to the availability of basic facilities, the investment requirement for a coastal area is a land area of approximately 5 hectares, the availability of road access to coastal locations, and support from the community. Other beaches like Serang Beach located in the eastern part of Blitar are not yet managed by the government, but it has mobilized the community's initiative to manage the potential, even though the facilities and infrastructure are limited. Based on the results of the research, the community and village government have their own expectations to the Regional Government to develop Serang Beach and add facilities or infrastructure in Serang Beach.

In connection with that, Serang Beach is one of the potential beaches to be developed, because it is located in the newly completed Southern Passage, so if



Serang Beach is developed, it will be an interesting place to be a stopover place on the way. Based on its strategic location on the South Cross Lane, Serang Beach area has the potential to be a rest area, where the riders can rest at the location while enjoying the beautiful scenery presented by Serang Beach. This is supported by the Serang bridge built by the Government together with the opening of the South Traffic Pass that adds to the beauty of the area.

Therefore, the government should interfere with the existing coastal management, one of them to achieve the goal of prospering the life of the community. Through coastal tourism development activities are expected to increase the Original Revenue that can be used for community empowerment activities and development and foster community economic independence. The number of coastal areas in Blitar Regency is very much with the potential of natural beauty that is unique so that it needs touch from many parties to develop it, both from government, private and also society. Development is done takes a lot of time, cost and also other energy, but the results of such development can be felt in the long term.

Based on the condition of coastal development shows that the development of coastal tourism has not been held optimally. But the implementation of coastal development occurs because of the existing barriers, one of the obstacles that palin real is a financial obstacle. Responding to the strategic issues listed in Blitar District Regulation Number 11 Year 2011 on the Medium Term Development Plan of the Year 2011-2016 on the not yet optimal management of natural resources, where tourism natural resources is one of them,

there must be follow-up on the strategic issues , one of them is by developing coastal area as tourism object with certain strategy.

## **2. Factors influencing the development of the tourism sector in Serang District's natural tourist attraction Panggungrejo District Blitar District**

### **a. Supporting factors**

#### **1) Characteristics of Tourist Attraction At Serang Beach**

Based on the above description of the coastal development as a coastal tourism object that includes formulation, implementation and evaluation can be done by the Government of Blitar Regency together with its private partners and the community. However, in the implementation has not been run optimally because there are still inhibiting factors in the development of coastal tourism area. There are many things that have not been run optimally, especially in the development of coastal tourism areas that have not been managed by the government. In accordance with the proposed by Suwanto (2004: 56) there are several tourism development policies known as the Tourism Development Policy Sapta. The policy can be a strategy in the implementation of tourism development with attention to the supporting factors for the attractions, especially in Serang Beach.

Characteristics of tourism areas are developed by increasing the participation of government, community and private sector in development in the provision of supporting facilities in tourist areas. According to Spillane (1987) in Badrudin (2001) facilities tend to be oriented towards attractiveness at

a location because the facility must be located close to the market. During the stay in tourist destinations tourists need to sleep, eat and drink therefore it is necessary facilities. Tourists will be very concerned about the facilities available on the attractions concerned. The facilities in question include worship facilities, restaurants, playgrounds, entertainment, restrooms and other supporting facilities. Facility is a very important tourism industry element. Whatever the magnitude of a tourist destination, if the facilities are not adequate, then the desire of tourists to visit the sights will be undone. The entire facility was built with the aim of creating a sense of comfort and comfort to tourists to stay longer in the attraction and intend to return again there in another opportunity.

This is related to the development of facilities and infrastructure such as accommodation, restaurants, recreational and public entertainment business, meeting hall, campsite, tourist cottage, tourist information center and guides. Government together with the private and coastal communities around the coast have tried to provide accommodation facilities, restaurants and tourist cottages around Serang Beach tourism object. However, it has not been fulfilled in other beaches, so the three pillars of good government need to pay attention to the addition of facilities and infrastructure on the beaches that have not been managed. This type of beach tourism offers marine tourism with various kinds of beauty. Blitar beach even frequented by foreign tourists with one of the goals is surfing. Therefore maritime promotion is also very potential to be developed.

Accessibility is one of the important aspects that support the development of tourism, because it involves the development of cross-sectoral. Accessibility in

question is the access road to the object of tourism. Therefore, the government needs to improve and provide easy access road to the tourism object. Currently the provision of road access to tourism objects has undergone rapid improvements, such as the road to Serang Beach which was originally narrowly repaired by widening the road. The improvement of the accessibility is one of the efforts to improve the facilities needed by tourists visiting the existing tourist attraction in Blitar regency.

Long trips that must be taken by tourists to visit the attractions is one of the factors that affect tourist visits. Distance of tourism related to the long journey of tourism objects from the origin region of tourists is different from the attractions of the host. Generally, the greater the distance of attractions, the greater the unwillingness of tourist visits (Mc Intosh, 1995: 298). One of the properties of the tourist attraction is the attraction cannot be moved so that tourists who must go to these attractions. Therefore, accessibility such as distance from the place of origin of tourists to the location of tourist attractions and also adequate transportation also affects the demand for travel. The longer the distance traveled will take longer travel time, and the tourists are suspected of preferring a tourist location closer to reach. Infrastructure to get to the tourist sites should also be adequate, if a longer distance which means longer travel time consuming, then tourists would want a safe trip, which means obstacles such as roads damaged, unlimited road or not expanded should be repaired.

Another tourist object is a direct competitor of a tourist attraction. One factor that influences the number of tourist visits is the direct competition from

other tourism objects in terms of competitive travel costs. The greater the cost of servicing a competitor's object, the greater the unwillingness to go to the competitor's attractions for that demand to be low. This factor captures the inverse relationship between the price of a good or service and its demand (McExosh, 1995: 298). In tourism, substitutes and complementary goods in the form of other tourist objects that can replace or complement the existing tourist attraction. The emergence of this other goods can occur because of the difference between the facilities offered or the difference in travel costs that must be issued by tourists to visit.

## 2) Community Participation Tourist Attraction At Serang Beach

Sightseeing Serang beach is one of the tourism object in Blitar district that gives income contribution to local government as well as tourism business actors and people who are around the tourism object. The development of this tourism object will give a very wide and significant impact in the economic development of the community, especially the surrounding community, because with this tourism object will be able to open various business opportunities and job opportunities as well as preserving and preserving the natural wealth. For that Blitar district government to increase cooperation or partnership to develop attractions Serang Beach by cooperating with private parties and community participation. In the theory of partnership can be interpreted as a form of partnership between two or more parties that form a bond of cooperation on the basis and sense of mutual need in order to increase the capability in a particular field of business, or a particular purpose, so as to produce better results. In this

study also discuss about cooperation between government, private and society in the management of tourism in Blitar regency. Starting from the above understanding, then can form a partnership meets the following requirements.

- (a) There are two or more parties, government, private and public.
- (b) Having a common vision in achieving common goals in tourism object management.
- (c) There is an agreement between the government and the private sector in the management of tourist objects that can have a positive effect on the economy of the surrounding community.
- (d) Mutual need. Both government and society have their respective roles that cannot be separated and they need each other.

Partnerships applied in the development and management of tourism should have a clear concept and provide benefits to the surrounding community. Infrastructure partnerships between government and private sector have several concepts that start from fully public (full government) to fully private (full private), E.S Savas (2000). The concept applied in the partnership between Disporabudpar Blitar and the private sector in the management of tourist objects is the concept of Build-Operate-Transfer (BOT), is the private sector is authorized to build, operate and earn revenue from a facility for a specified time period and after its operational expires then the facility is submitted to the government.

In this case the community is one element that can support the achievement of one optimal result. Therefore, community participation is needed, either directly or indirectly. Community empowerment in this case focuses more on improving the ability of local communities to participate actively in tourism development, not least is the effort to open access to power, resources and cooperation with government and private parties. Community participation can

be realized because the benefits can be directly felt by the community through the opening of job opportunities and tourism services business so as to increase their income. In the hope that the situation will encourage community involvement to play a role in it, both actively and passively. Active roles are carried out directly, either individually or collectively. This role consciously helped the government program with the initiative and creations to be involved in tourism exploitation activities through the counseling sense of belonging among the community. Passive role is the emergence of public awareness to not do activities that can interfere or damage the natural environment and the community tends to just carry out orders and support the maintenance of natural resources.

The surrounding community is seen to be involved and support in Serang Beach activities through the business activities that are needed by the tourists when they do tourism activities. Involvement and community participation in tourism activities are expected to be able to provide sufficient additional income society, in addition to income from other development sectors.

One of the potential attractions Serang beach that can be improved its development is the aspect of environmental services in the form of natural tourism activities that can improve the local economy as it is part of the global tourism sector. In addition, the existence of Serang beach attractions has opened up employment opportunities for the community, especially the people around the tourism object, and it is not only opportunities or employment opportunities caused by the existence of these attractions but the existence of these attractions also bring impact to increase the extent of livelihood local communities.

Promotion essentially must carry out marketing efforts. Strategies that have been applied by the Department of Culture, Tourism, Youth and Sports related to the promotion is to marketization via the Internet with [www.Blitartourism.com](http://www.Blitartourism.com) address, through booklets, leaflets, VCD with icon Blitar is Paradise of Java, and follow the exhibition of tourism at the level regional and national levels. There are several other facilities that can be used to optimize the promotion of beach tourism, among others through tourism ambassadors and the promotion of cultural-based tourist attraction. For tourism ambassadors can be done by making the young Blitar youngsters who study outside the region as tourism ambassadors who became agents to disseminate tourist attraction to people in other areas. As for the promotion of cultural-based tourism attraction is to hold cultural activities in certain tourist attractions and published to the mass media. Besides identical with coastal tourism, Blitar also has many interesting cultural tourism, among others wayang beber, dance eklek, jokanan plok, kethek ogleng and so on. Cultural tourism can be held in the coastal blood that will be developed in conjunction with certain events, such as Blitar Regency Birthday and the like. Through the merging of cultural tourism and coastal tourism attraction there are two advantages gained from these activities, namely the marketization of cultural tourism as well as coastal tourism to the general public.

Successful marketing activities undertaken by a company depend not only on the quality of the products produced, the right policies, the rapid service and distribution, but much influenced by the fostering of relations between producers



and consumers sustainably. Promotional words provide various interpretations and languages.

Yoety (1994) explains that promotions simply aim to inform a particular group or people that there is a product offered for sale. As an effort to attract potential buyers to the goods offered, conducted a promotion that aims to introduce products, advantages compared to other products, and the benefits and uses. With this step the general public will become familiar with the tourism products that are owned, is expected to them will be interested and visited in these attractions.

Tourist products in question is the beauty offered by these beaches with a variety of potential. Tourism products can also mean superior and distinctive products of the region that can be offered in tourist attraction areas. For Blitar because there are many seas, the sea products become excellent products. In addition, there is also agile business center that created into various jewelry. Tourism infrastructure is the natural resources and man-made resources that are absolutely needed by tourists in their travels in tourist destinations such as roads, electricity, water, telecommunications, terminals, bridges, etc., and that includes into public infrastructure. For the readiness of attractions that will be visited by tourists in tourist destinations, tourist infrastructure needs to be built in accordance with the location and condition of the object concerned. The development of tourism infrastructure considering the condition and location will increase the accessibility of a tourism object which in turn will increase the attraction of the tourism object itself.

In addition to the various needs mentioned above, other tourist needs also need to be provided in tourist destinations, such as banks, pharmacies, hospitals, gas stations, shopping centers and others. In the development of government tourism infrastructure more dominant, because the government can take multiple benefits from the development, such as to improve the flow of information, economic traffic flow, the flow of human mobility between regions, and so on, which of course increases the business opportunities and employment for the surrounding community.

Tourist facilities is the completeness of the tourist destination that is needed to serve the needs of tourists in enjoying the tour. The development of tourism facilities in tourist destinations and certain attractions must be tailored to the needs of tourists both quantitatively and qualitatively. Moreover, even market tastes can determine the demands of the means in question. Various tourist facilities that must be provided in tourist destinations are hotels, travel agencies, transportation, restaurants, restaurants and other supporting facilities. Not all attractions require the same or complete facilities. Procurement of tourism facilities should be adapted to the needs of tourists. Tourist means quantitatively refers to the number of tourist facilities that must be provided, and qualitatively indicate the quality of services provided and that is reflected in the satisfaction of tourists who get service. In relation to the type and quality of tourism facilities services in tourist destinations have been set up a standard tourist standard both nationally and internationally, so that the provision of tourist facilities just choose or determine the type and quality that will be provided.

## **b. Inhibiting factor**

### **1) Quality of Human Resources**

One of the basic capital in coastal tourism development is human resources. Human resources in question can be a guide in charge of providing tourism services and also the community around the area of tourism. Tourists will be more interested and feel comfortable with the community friendly to tourists. Human resources can determine the success of an area in increasing tourist visits. In this case the need for quality improvement and conscious tourism for the community to serve tourists dating in the area. In this service is called tourism services, as other services have unique characteristics, that cannot be dumped and consumed when the service is produced (Yoeti, 1996: 80). From this nature can also be said that tourism services is a tourist service provided to tourists. Analysis of tourist services is important because expenditures spent by tourists to pay for services provide key inputs in the analysis of tourism economy (Gunn, 1988: 71). Components of tourism services consist of: 1. Information center Serves to provide lighting that includes the type of attraction or interesting objects are commonly seen or important tourism that occurs at certain times in the tourism object and so forth. The information and promotion center is a corresponding service. With the information, people can provide an assessment related to the experience of the tour they will be doing, and this assessment will influence the decision of their choice of destination (Gunn 1988: 71).

To attract people to travel to a place, the information provided should provide a promotional value that describes the attraction of a tourist attraction. To

facilitate the promotion, it can be used types of promotional media such as brochures, booklets, guide books, folders, leaflets (Yoeti, 2006: 192-193). This promotional material can also be provided by travel agency to create coordination and synchronization between one activity with other activities. Provision of Tourist Equipment One of the most important parts of tourism demand is retail products and services. Sightseeing such as fishing, camping, or water sports, requires special equipment. And visitors usually do not bring the equipment they need until they arrive at the tourist site (Gunn, 1988: 134-135). Therefore it is necessary to provide tourist equipment in the implementation of tourism, in order to facilitate visitors to conduct tourism activities.

For certain forms, the tourism system may require special types of tourism service facilities. For each area and type of tourism, specific facilities and services need to be identified 41 (Inskeep 1991: 119). In connection with the study area that has a tourist attraction in the form of wildlife exploration activities, it takes a tour guide services that serve as a road guide for visitors who perform the exploration activities.

Responding to the National Tourism Awareness Campaign which has a role in upholding the national discipline and strengthening the identity of Indonesia through tourism activities, local government has formed a Conscious Travel Group consisting of coastal communities on the beach and other tourism objects, as well as people who are members of community traders and engaged with tourism activities. Meanwhile, the Ministry of Home Affairs has also established an Ecotourism Community Group to support the National Awareness

Tour Campaign. These groups need to be replicated especially in coastal areas that have not been managed by the government. The Conscious Awareness Group formed in the coastal areas that have not been managed by the government can be the driving force of community initiatives to utilize the potential of the existing beaches even with limited facilities and infrastructure so that it can have benefits for the surrounding community.

Attraction is a major factor that attracts tourists traveling to a place, whether it is a primary place that is the primary destination, or a secondary destination visited in a primary journey because of its desire to witness, feel, and enjoy the attraction of that destination. While the attraction itself can be classified into the attractiveness of the location which is a permanent attraction. Promotion in tourism is a one-way flow of information created to direct a potential tourist or tourism business to an action that can create an exchange (sale) in the marketing of tourism products. Based on the description, it appears that promotion in tourism marketing acts as a supporter of the transaction, informing, persuading, reminding and distinguishing tourism products promoted by other tourism products.

Through optimizing the role of each good governance in the development of coastal areas as an object of coastal tourism is expected to have created potentials can be an asset to seek public welfare and optimize Revenue Region. The role of each stakeholder must proceed with harmony and not harm each other. Any policies taken to undertake coastal development as an object of coastal tourism should be equitable, so there is no imbalance in tourism development, although there is still a list of tourism development priorities.

## 2) Absence of Investors

Suwantoro (2004: 22), argues "tourist facilities is the completeness of the tourist destination that is needed to serve the needs of tourists in enjoying travel tourism". The main means to be repaired is the problem of road access. This road access becomes a lesser factor in Serang Beach. One of the inhibiting factors of Serang Beach potential development is the inadequate road infrastructure. The current condition of the cemented road is the result of self-help by the local community. The winding road through the hills and the Panggungrejo forest area is still cemented on the right and left like a truck lane, while the center is still a bit high so it makes it difficult for a car to go there. About 5km to the beach, the roads are really challenging (if you do not want to say damaged). The road is quite narrow making it difficult for four-wheeled vehicles that pass on the street. Lack of assistance or funds to develop tourism potential in Serang Beach is a major obstacle. It takes a lot of money in building a tourist attraction as an attractive tourism destination. Villages that have not been able to take part in the development process so that assistance from the local government is needed in the development of Serang Beach attractions.

The development of tourism facilities in tourist destinations and certain tourist objects must be tailored to the needs of tourists both quantitatively and qualitatively. Moreover, even market tastes can determine the demands of the means in question. Various tourist facilities that must be provided in tourist destinations are hotels, travel agencies, transportation, restaurants and the number of restaurants and other supporting facilities. Not all attractions need the same or

complete facilities. Procurement of tourism facilities should be tailored to the needs of tourists.

According to Yoeti (2006: 186), tourism facilities and infrastructure can be defined as all forms of companies that can provide services to tourists, but life and life will not always depend on tourists. Based on this understanding, what is meant by tourism facilities and infrastructure are companies whose activities are serving tourists and their life is not always dependent on tourist visits. Soermardjan (in Sipillane 2003: 133) reveals that: The development of tourism must be a comprehensive development plan, so that optimal benefits for society, both economically, socially and culturally.

Tourism development activities essentially involve the role of all existing stakeholders. Stakeholders in question include 3 (three) actors namely Government, Private, Society with all roles and their respective functions (guidebook kemenbudpar 2011: 1). Each of these stakeholders cannot stand alone, but must synergize and move together to achieve the desired development goals. From the inhibiting factors due to the absence of investors to be an obstacle that must be solved Blitar district government, especially for the manager of Serang Beach in the process of developing these attractions in the future.

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **A. Conclusion**

Based on the description in the previous chapters in observing the problems that refer to the theory used, as well as evaluating the data obtained through observation, interviews and available documents, the authors in this study concluded as follows:

#### **1. Implementation of the development of natural tourism sector of Serang Beach in Panggungrejo District, Blitar Municipality**

The condition of Serang Beach tourist attraction in Blitar Municipality still relies on the natural beauty, has not been touched much by human. The implementation of the development of the natural tourism sector of Serang Beach in Panggungrejo District, Blitar Municipality has not been maximized, primarily in terms of increasing the community participation and attracting private investors. Tourism development requires both government and private capital, as well as requires support from local communities. In some cases the government has limited resources, as mentioned in the government's weaknesses, namely limited Human Resources, limited facilities and infrastructure and also limited funds. Therefore, the private sector has a great opportunity to participate in tourism development.

Based on the condition of beach development shows that the development of beach tourism has not been held optimally. Serang Beach still needs development. These developments include (1) land use, (2) infrastructure, (3)



public facilities, (4) accommodation, (5) restaurants, (6) recreational facilities, (7) culture, (8) tourism actor communities (9) management (10) traders.

However, the implementation of the beach development occurs because of the existing obstacles, one of the most real obstacles is financial constraints. Responding to the strategic issues listed in Blitar Regional Regulation Number 11 of 2011 on the Regional Medium Term Development Plan of the Year 2011-2016 on the non-optimal management of natural resources, in which tourism natural resources is one of them, there must be follow-up on the strategic issues, one of which is by developing coastal area as tourist attraction with certain strategy.

## **2. Factors affecting the development of the tourism sector in natural tourist attraction of Serang Beach in Panggungrejo District Blitar Municipality**

Factors influencing the tourism development of Serang Beach in Panggungrejo District, Blitar Municipality is as follows:

### **a. Promotion**

Promotion essentially should conduct the marketing efforts. Strategies that have been applied by the Department of Culture, Tourism, Youth and Sports related to promotion is by marketization via the Internet in [www.Blitartourism.com](http://www.Blitartourism.com), through booklets, leaflets, VCD with the slogan 'Blitar is Paradise of Java', and join the tourism exhibition at the regional and national levels.

### **b. Accessibility**

Accessibility is one of the important aspects that support the development of tourism, because it involves the cross-sectoral development. Accessibility in

question is the road access to the tourist attraction. Therefore, the government needs to improve and provide easy road access to the tourist attraction. Currently the provision of road access to tourist attractions has undergone rapid improvements, such as the road access to Serang Beach which was originally narrow had been repaired by widening the road. The improvement of the accessibility is one of the efforts to improve the facilities needed by tourists visiting the tourist attraction in Blitar Municipality.

c. Tourism Sites

Tourism site is developed by increasing the participation of government, community and private in developing the provision of supporting facilities in the tourism area.

d. Tourist products

Tourist product in question is the beauty offered by these beaches with a variety of potential. Tourism products can also mean superior and distinctive products of the region that can be offered in tourist attraction areas.

e. Human Resources

One of the basic capitals in developing the beach tourism is human resources. Human resources in question can be a guide in charge of providing tourism services and also the community around the tourism sites. Tourists will be more interested and feel comfortable with the community that friendly to tourists. Serang Village community, which mostly is fishermen community, is very difficult in changing their life pattern into a community of tourism actors. This is because the fishermen community that is used to a slum environment is

very difficult to maintain the cleanliness and beauty of the environment. In terms of welcoming the tourism, Serang Village community seeks to open a business as a provider of tourism facilities, seafood sellers such as grilled fish, fish meatballs and so on.

f. National Campaign of Tourism Awareness

Responding to the National Campaign of Tourism Awareness which also plays a role in upholding the national discipline and strengthening the identity of Indonesia through tourism activities.

## **B. Suggestion**

Suggestions that can be given from the results of this research in order to get better results are as follows:

1. The regional government of Blitar Municipality is expected to increase the infrastructure development of road access to the tourist attraction so as to facilitate the tourists to reach the area.
2. Serang Beach tourism manager is expected to increase the cooperation with the community, regional government and investors so that these tourism attractions can be more interesting to visit by involving all stakeholders in the hope of increasing the flow of tourist visits both domestic and foreign tourists.
3. The government and the Cultural and Tourism Office of Blitar Municipality is expected to increase theirr tourism promotion so that Blitar Municipality can be better known and to increase the local revenue from the tourism sector.

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#### Undang-Undang:

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## Attachment



Access Road to Serang Beach



Serang Village Office



Head of Serang Village Bpk. Dwi Handoko

## Attachment



Ticket Employee Entrance Entrance Levy Serang beach



Motorcycle Parking Facilities For Tourist



Gubug Facilities For Tourists



## Attachment



MCK Facilities For Tourists



culinary business



Office of Tourism Culture Youth and Sports Blitar District

## Attachment



Office of Tourism Culture Youth and Sports District Blitar Bpk Drs. Arinal Huda  
(Head of Business Development Division of Pariwisata Business  
Department of Tourism Culture Youth and Sports Blitar District)